

HERE'S HOW TO  
GET BACK THAT GREAT BIG SMILE



with  
**JOE E.**

**BROWN**

In  
"You Said a  
Mouthful"



It's Joe E. Brown's  
Comedy Riot  
of the year.  
with  
Ginger Rogers — Farina

Warner Bros. Hit  
No. 12 for 1932-33

# PRODUCTION INFORMATION



Joe E. Brown, as he appears in his latest First National hit "You Said a Mouthful." Supporting him in this film are Ginger Rogers, Preston S. Foster, Sheila Terry and many other notables.

Cut No. 3 Cut 30c Mat 10c

## THE STORY

Joe Holt, a shipping clerk in a rubber concern, gets word that an aunt has died in Los Angeles and has left everything to him. He spends all his money to reach the coast, but finds that the aunt's estate consists of only worthless stocks. Broke, Joe gets a job in a hotel.

Alice Brandon, daughter of the Catalina Island marathon swim manager, comes to the hotel to meet a Joe Holt, champion swimmer of Canada. She thinks Joe is the swimmer and hurries him aboard a boat for Catalina. Joe is accompanied by Sam, his faithful colored

Joe does his best to explain that he can't swim but everyone thinks he is joking. He has fallen in love with Alice, who makes him her hero and tells him he must win. Joe steps on an aquaplane by mistake and his rival starts the motor boat to which it is attached. The boat hits a log and Joe's rival is thrown overboard just as Joe falls off the board. He grabs the man's hair and the log at the same time and the spectators hail him as a hero.

Joe claims he is injured and re-

mains in bed until after the time the race is supposed to have started, after which he has a marvelous recovery. But the race has been postponed. One of Joe's old fellow clerks asks him to wear the bathing suit put out by the concern. It's a new invention, a non-sinkable suit. Joe decides to swim or sink to please Alice.

He is going along fine when Alice, who is following the race in a boat, tells him that she has substituted a special bathing suit. Frightened, Joe immediately sinks. He bobs up, however, and she assures him that the suit she gave him is also non-sinkable. His confidence restored, he goes after the prize with renewed vigor.

Near the goal, Joe is caught in seaweed and disappears. The crowd thinks the rival has won, when Joe bobs up just ahead of him from under the water. The real Holt, who has been delayed by a broken arm, arrives and denounces Joe as an imposter. But the crowd has seen Joe in action and he is hailed as a hero. Joe has not only won the race, but Alice.

## Screen Records

**JOE E. BROWN** — "The Tenderfoot," "Fireman, Save My Child," "Local Boy Makes Good," "Broad Minded," "Going Wild," "Maybe It's Love," "Hold Everything," "Top Speed," "Sally."

**GINGER ROGERS** — "The Tenderfoot," "Young Man of Manhattan," "The Sap From Syracuse," "Honor Among Lovers," "The Tip-Off," "Suicide Fleet."

**PRESTON S. FOSTER** — "I Am a Fugitive From a Chain Gang," "Life Begins," "Doctor X," "Two Seconds," "The Last Mile."

**SHEILA TERRY** — "I Am a Fugitive From a Chain Gang," "Three on a Match," "The Crooner," "Big City Blues," "Week End Marriage," "Scarlet Dawn."

**FARINA** — "Our Gang" comedies. **GUINN WILLIAMS** — "Great Meadow," "Bachelor Father," "Ladies of the Jury."

**HARRY GRIBBON** — "Ride Him, Cowboy," "The Gorilla," "Song of the West."

**OSCAR APPEL** — "I Am a Fugitive From a Chain Gang," "Two Against the World," "A Successful Calamity," "The Heart of New York."

**EDWIN MAXWELL** — "Blessed Event," "American Madness," "Scarface," "Six Hours to Live."

**WALTER WALKER** — "Two Against the World," "Life Begins," "The Blessed Event," "The Rich Are Always With Us," "The Mouthpiece."

## OFFICIAL BILLING

First National Pictures, Inc.	25%
presents	
<b>JOE E. BROWN</b>	100%
in	
<b>"YOU SAID A MOUTHFUL"</b>	75%
with	
Ginger Rogers — Preston S. Foster	10%
Sheila Terry — Farina	10%
Directed by Lloyd Bacon	20%
A First National and Vitaphone Production	40%

## A Mouthful of Sales Angles for "YOU SAID A MOUTHFUL"

Here is absolutely the funniest and fastest comedy Joe E. Brown has yet made. It is loaded with thrilling action and with a new line of comedy that is going to have the people rolling in the aisles.

You can go the limit in setting up this picture as the funniest of the great comedies Joe E. Brown has yet made.

It is loaded with sex — with beautiful bathing gals. Get this across in your advertising art and in your lobby display.

The action in the aquaplaning scene and during the championship swimming race, is replete with thrills. These scenes easily make this picture the most thrilling action comedy made in a long time. The fact is worth stressing in your copy.

The title lends itself to swell exploitation possibilities and well-gagged up advertising copy.

Ginger Rogers has a fine following and enjoys an excellent reputation as a good looker and as an actress. She is worth a strong plug.

Farina, of "Our Gang" Comedies fame, is also worth a very strong plug. For the first time he appears as a boy. "You Said a Mouthful" is also his first feature length picture. These facts are worth mentioning.

The annual Catalina Marathon Swim sponsored by Wrigley is a nationally known event. It wouldn't hurt to get across the thought that the idea for the comedy was inspired by the Catalina Marathon Swim.

## CAST OF CHARACTERS

Joe Holt, a shipping clerk	JOE E. BROWN
Alice Brandon	GINGER ROGERS
Ed Dover	PRESTON S. FOSTER
Cora	SHEILA TERRY
Sam	FARINA
Joe Holt, a swimming champion	GUINN WILLIAMS
Harry Daniels	HARRY GRIBBON
Armstrong	OSCAR APPEL
Dr. Vorse	EDWIN MAXWELL
Tom Brandon	WALTER WALKER
Colby	WILLIAM BURRESS
Holt's manager	FRANK HAGNEY
Jones	SELMER JACKSON
Armstrong's secretary	MIA MARVIN
Announcer	HARRY SEYMOUR
Messenger	JAMES EAGLES
Elliott	ARTHUR S. BYRON
Bookkeeper	ANTHONY LORD
Office Manager	BERT MOREHOUSE

## PRODUCTION STAFF

Based on story by	WILLIAM B. DOVER
Screen play by	ROBERT LORD AND BOLTON MALLORY
Directed by	LLOYD BACON
Art Director	JACK OKEY
Photography	RICHARD TOWERS
Film Editor	OWEN MARKS
Technical Director	HAROLD KRUGER
Gowns by	ORRY-KELLY

LENGTH 6481 FT. — RUNNING TIME 70 MIN.



A caricature of Joe E. Brown currently appearing in the First National comedy hit, "You Said a Mouthful." Ginger Rogers plays opposite Joe.

Cut No. 1 Cut 15c Mat 5c

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# ADVANCE PUBLICITY STORIES

your **1st** story

## Joe E. Brown A Swimmer in "You Said a Mouthful"

Ginger Rogers Again Plays Feminine Lead  
Opposite Wide-Mouthed Comedian

Joe E. Brown is coming to town. Coming to the Theatre next in the First National picture, "You Said a Mouthful."

And what a mouthful! He's a marathon swimmer who can't swim! According to advance Hollywood reports, this wide apertured screen favorite, outdoes in hilarity even his recent laugh hits, "The Tenderfoot" and "Fireman, Save My Child."

Mistaken for a swimming champion, Joe is forced into a marathon race through his love for a beautiful girl and his own inability to explain matters. In deadly fear of the water, and never having tried to swim before except to practice the strokes on dry land, he musters up courage to start when he is presented with what he believes to be a non-sinkable bathing suit. After a series of hilarious incidents in which he is nearly drowned, he surprises himself, and puts one over on his opponents, by winning the race and becoming a hero.

Joe is supported by an exceptionally strong cast, with the beautiful and peppery Titian-haired screen and musical comedy star, Ginger Rogers, again as his leading lady. Others include Farina, of "Our Gang" comedies, who is Joe's mascot and swimming mentor, Preston S. Foster, Sheila Terry, Guinn Williams, Harry Gribbon, Oscar Apfel, Edwin Maxwell, Walter Walker, William Burress and Frank Hagney.

The great marathon is swum between Catalina Island, off Los Angeles, and the mainland, where the regular marathon swimming championship races are held. There are a score of excellent swimmers, including champions, who compete with Joe in the race, to be outdistanced by the deadly dry land swimmer.

This comedy, which is said to contain a riot of fun, and more hilarious gags than half a dozen ordinary comedies, was written by William B. Dover and adapted to the screen by Robert Lord and Bolton Mallory. It was directed by Lloyd Bacon.

your **2nd** story

## Joe Brown a Comic Marathon Swimmer In His Newest Film

More hilarious original gags and comedy stunts are said to be involved in Joe E. Brown's latest First National picture, "You Said a Mouthful," than any production which has been shown on the screen in many years. The entire story, which will be unfolded at the Theatre on is based on a series of grotesque errors which lead to the most surprising and laughable incidents.

Joe, in the character role of an artless boob, is both afraid of the water and unable to swim. Mistaken for a champion swimmer, he is forced into a marathon race and comes out a victor through the most unusual lucky breaks imaginable. The scenes, which were taken in the icy waters at Catalina Island, near Los Angeles, lend themselves to many new and astonishingly funny water stunts.

Brown is said to be at his funniest, and has as his co-worker, mascot and swim mentor, that roguish imp of the "Our Gang" comedies, Farina. Ginger Rogers, the red-haired and peppery musical comedy and screen star, who played in a similar capacity opposite Brown in "The Tenderfoot," is again the leading lady, with Preston Foster, Sheila Terry, Guinn Williams and Harry Gribbon heading a strong supporting cast.

The story was written by William B. Dover and adapted into screen form by Robert Lord and Bolton Mallory. It was directed by Lloyd Bacon.

your **3rd** story

## Sand Shark Cuts Short Filming of Joe Brown Scenes

A shark sent Joe E. Brown and a score of swimmers scurrying for the shore during the taking of a scene for his latest First National comedy, "You Said a Mouthful," which will be shown on the screen of the Theatre next.

The main action of the picture evolves around a marathon swimming race in which Joe is induced to enter through a series of comical errors, although he had never before swum a stroke. These scenes were taken off Catalina Island, where sharks occasionally put in an appearance.

Joe is supposedly attacked by a shark in the picture, but when the players saw a fin cut the water some hundred yards from shore, they knew it was no film prop fish. There was a yell of "shark" and everyone backed out for shore.

Director Lloyd Bacon gave a personal guarantee that it was a sand shark and would not bite, but no one would return to the water that day.

"I want a personal guarantee from the shark, not the director," declared Joe. "I'm supposed to be a comedian, not shark bait," he added.

A fine comedy cast supports the wide mouthed comedian.

your **4th** story

## Making Joe E. Brown Comedy Proved Very Strenuous For Cast

Joe E. Brown had to go into rigorous training, along with other actors and professional swimmers, in preparation for a marathon race, which is the central action in his latest First National comedy, "You Said a Mouthful," opening at the Theatre on

The scenes for the race were taken in the icy waters off Catalina Island, where the yearly marathon swims are held. As none of the actors were used to the chill of both air and water, they were all subjected to the same vigorous setting up work practiced by regular swimmers under the guidance of the technical director, Harold Kruger.

The players were in the water a large part of the time during the two weeks it took to "shoot" these scenes. They were covered with a thick black grease for warmth in the water and wrapped in blankets and thoroughly rubbed down the minute they stepped out of the surf. A regular training table was maintained and the men given only certain foods to keep up their vitality. It was, they declared, the most strenuous work they ever had been put through for a picture.

Joe plays the part of an ingenious boob who is inducted into a swimming race through a series of comical errors. Although deathly afraid of water, and never having swum a stroke before, he comes out the winner, through a list of lucky and funny accidents.



Ginger Rogers and Joe E. Brown, comedy stars of First National's "You Said a Mouthful." From all reports this is Joe's best picture to date and that's saying plenty.

Cut No. 6 Cut 30c Mat 10c

your **5th** story

## Farina Happy To Be A Boy In Same Film With Joe E. Brown

Farina, famous for "her" smile and kinky pigtails, appears for the first time on the screen as a boy, and in "her" first feature length picture in the forthcoming First National comedy starring Joe E. Brown, "You Said a Mouthful," which comes to the Theatre next.

Farina, who has been away from the screen for some time doing vaudeville acts, has "grewed up," and it turned out he was a boy all the time. When he was at the First National office, he was part, arms, and legs, and was in the picture.

Following their success in "The Tenderfoot," that they be teamed again. The hilarity of the situations which they work out together in "You Said a Mouthful" is said to even surpass those of their previous co-effort. She it is who mistakes him for the swimming champion, and shames him, through his love for her, to enter a marathon race, although he never before has swum a stroke and is in deadly fear of water.

There are said to be more gags and funny situations arising from the race, which takes place in the Pacific off Catalina Island, than in any recent comedy. The screen play was written by Robert Lord and Bolton Mallory from the original story by William B. Dover. Ginger Rogers, who appeared opposite Brown in "The Tenderfoot," is again the leading lady. Others in the cast include Preston S. Foster, Sheila Terry, Guinn Williams and Harry Gribbon. It was directed by Lloyd Bacon.

your **6th** story

## Ginger Rogers With Joe Brown Again in Swimming Comedy

Ginger Rogers, the read-headed musical comedy and screen star, is teamed with Joe E. Brown for the second time in his latest First National comedy, "You Said a Mouthful," which is coming to the Theatre on

Miss Rogers, whose beauty and pep, act as an excellent foil to Joe in his character role of an artless but lucky, boob, was his leading lady in "The Tenderfoot." She says her lucky star is in the ascendancy now, for she had sought the opportunity of playing with him for years before being cast in the latter picture. Twice she was selected for

Following their success in "The Tenderfoot," that they be teamed again. The hilarity of the situations which they work out together in "You Said a Mouthful" is said to even surpass those of their previous co-effort. She it is who mistakes him for the swimming champion, and shames him, through his love for her, to enter a marathon race, although he never before has swum a stroke and is in deadly fear of water.

There are said to be more gags and funny situations arising from the race, which takes place in the Pacific off Catalina Island, than in any recent comedy. The screen play was written by Robert Lord and Bolton Mallory from the original story by William B. Dover.

An excellent supporting cast adds to the mirth of the comedy, the members including Preston S. Foster, Farina, of "Our Gang" comedies, Sheila Terry, Guinn Williams and Harry Gribbon. The picture was directed by Lloyd Bacon.

## WHAT'S HAPPENING . . . . On The Warner-First National Lot.

A new news service instituted by Warner Bros. presents the latest news from the Warner Bros. First-National studios, dealing with pictures in production—Hollywood previews—and about everything you should know about the coming product. It is called "What's Happening on the Warner-First National Lot."

This service is available to you without charge. For your own information, you should read this special weekly news bulletin. In addition to giving you the real inside of the pictures you are buying, this news service also affords you the opportunity of building up each picture long before your playdate, by giving to the newspapers the valuable publicity information it contains.

Make use of this up-to-the-minute news, by planting it with your local movie editors, taking care to mention the fact that the picture will be shown at your theatre.

Write for this free service without delay. Address: Warner Bros., PUBLICITY DEPT., 321 W. 44th St., N.Y.C.

# CURRENT PUBLICITY STORIES

## Opening Day Story

### Joe E. Brown's First Since His Illness Opens At Rex Today

Joe E. Brown is back. Back at the Theatre, where he will be seen on the screen today in what is claimed to be his greatest comedy hit of all time, "You Said a Mouthful."

Back from a hospital siege where the "saw bones" chopped out his appendix, two or three vertebrae, and almost everything else except his funny bone. The surgeons just couldn't saw through that funny bone. It was there to stay. And now Joe is here again with more pep, verve and elan than he has ever displayed before.

"There's nothing funny about a hospital," said Joe, "but it makes you want to whoop and holler and raise Cain when you get out, you're so glad. The reaction makes you want to stir up a lot of fun."

And Joe certainly did it in his latest First National picture in which he wins a marathon swimming race, after having been mistaken for the champion, although he couldn't swim a stroke. Incidentally Joe is tipped off an aquaplane, is nearly chewed up by fishes, is caught in seaweed and nearly drowned. Scores of new and hilarious gags add to the fun of the action, which is said to be fast and furious from start to finish.

Ginger Rogers, who played with Joe in "The Tenderfoot," is again his leading lady, her beauty and vivacity being an excellent foil to Joe's character role of a slow witted boob, who wins to heroism under the most peculiar circumstances.

The scenes for the picture were "shot" off Catalina Island, where the swimming was done.

Sheila Terry, Guinn Williams, Harry Gribbon, Oscar Apfel and Edwin Maxwell. It was directed by Lloyd Bacon.

## 1st day of run

### Fancy Aquaplaning By Joe E. Brown in Latest Comedy Hit

Joe E. Brown does some plain and fancy aquaplane stunts in his latest comedy hit, "You Said a Mouthful," the First National picture which is now showing at the Theatre. In this he is aided and abetted by Preston S. Foster, both of whom are adepts with the sea planes in which they are hauled over the rough waters of the Pacific, at Catalina Island, at a terrific speed.

Joe playing the part of an artless youth, is induced to step on the board through a misapprehension, but manages to stick on by luck and finally topples into the water through sheer awkwardness.

Joe's ungainliness is simulated for picture purposes, and when he plunges into the water, it is really his skilled diving that makes it appear to be a funny accident.

The story by William B. Dover is filled with uproarious situations in which Joe wins a marathon race although he has never swum before. Many new and novel comedy gags have been injected by Robert Lord and Bolton Mallory who wrote the screen play.

Ginger Rogers, Sheila Terry, Farina, of "Our Gang" comedies, Guinn Williams and Harry Gribbon are among those in the supporting cast. The picture was directed by Lloyd Bacon.



Cut No. 12  
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Mat 10c

Ginger Rogers, who plays opposite Joe E. Brown in "You Said a Mouthful" as seen by the artist Meggs.

## 2nd day of run

### Joe E. Brown Must Have His Fun Even At Ladies' Expense

Eight small mice created a near panic at the First National studios during the taking of the latest Joe E. Brown comedy, "You Said a Mouthful."

Joe simulated plenty of fear for picture purposes, but he didn't scare at all after the scene was shot. Just to make sure everyone realized he had been only acting on the set, he let the mice loose in the vicinity of the ladies' dressing rooms. There were a series of wild shrieks as Ginger Rogers, Sheila Terry and other feminine players in the picture scampered off the set.

Nor could they be induced to return to the set until Director Lloyd Bacon assured them the mice had been caught, and even then Miss Rogers came back with the studio cat under her arm.

## 3rd day of run

### Ginger Rogers All Dressed Up, Took Dive Into The Sea

Ginger Rogers received a ducking in the ocean that was not called for in the script during the taking of a scene for the latest Joe E. Brown laughmaker, "You Said a Mouthful," a First National picture now showing at the Theatre.

Joe plays the part of an artless youth, who enters a marathon race to win the smile of his lady love, although he had never before been in the water. The scenes were taken off the coast of Catalina Island, where Ginger Rogers follows Joe around the course in a motor boat.

Miss Rogers leaned far over the rail to give Joe a bottle of milk to keep up his strength, very much as is done in actual marathon swims. The sea was rough and when a wave hit her boat, Ginger was plopped into the water.

Joe stopped the race long enough to help Miss Rogers to the boat.

## 4th day of run

### Preston S. Foster Has His Easiest Role In Joe Brown Comedy

Playing the role of a professional swimmer was the easiest work he has ever done for pictures, according to Preston S. Foster, who will be seen as the professional swimming rival to Joe E. Brown in the hilarious First National comedy now showing at the Theatre.

Water sports, in which he has carried off honors in many races, have been his favorite outdoor diversion since he was a schoolboy.

He performs many spectacular swimming and diving stunts in the comedy in which Joe takes the role of a witless youth who is induced to enter a swimming marathon, although he has never been in the water before. The story by William B. Dover is a comedy of errors that develops many hilarious situations and uproarious gags.

The screen play was written by Robert Lord and Bolton Mallory and is enacted by an unusually strong cast which includes Ginger Rogers, Sheila Terry, Farina, of "Our Gang" comedies, Guinn Williams and Harry Gribbon. It was directed by Lloyd Bacon.

## 5th day of run

### Swimming Director As Technical Adviser For Joe E. Brown Comedy

There are technical directors and technical directors in motion pictures. Their duties run anywhere from giving advice on how to make tea in a Russian samovar to seeing that American idioms are not used in language supposedly laid in Abyssinia. But the real work comes in when there is something really technical to direct. This was the sort of job which fell to the lot of Paul H. Huedepohl when his services were called in use on Joe E. Brown's latest First National picture, "You Said a Mouthful," which is now playing at the Theatre.

The story deals with a swimming marathon from Catalina Island to the mainland, and a good deal of the story's detail hinges around the technicalities of swimming. It was no wonder, then, that Paul H. Huedepohl found his hands full. He is the director of the Jantzen School of Scientific Swimming. The entire cast profited by his advice.

## 7th day of run

### Screen Comics Need Audience "Feel" To Work Before Camera

That it is harder for a comedian to work himself into the proper mood before the motion picture cameras than it is for a dramatic actor to work himself into the proper pitch, is a well known fact to which Joe E. Brown, popular wide-mouthed comic of the screen who comes to the Theatre next in the First National picture, "You Said a Mouthful," subscribes.

In discussing this fact, Brown pointed out that, while the dramatic type of actor does not need the reactions of the audience to help in his characterizations, the presence of an audience is necessary for a comedian to do his best work. He must know how he is "going over" out front — he must get the "feel" of the audience.

"How do you manage before the cameras, where you have no audience?" we asked the famous comedian.

"The cameramen, the electricians and the prop men make up my audience," said Joe. "And if I can make them laugh, I know I am getting my stuff over. They are the hardest-boiled babies in the world when it comes to making them laugh."

"You see," he continued, "they are not there as an audience. They're there to work. They know all the tricks and they see them done over and over again. And if you can make them laugh — boy, you're going some! You know right off the bat that you've got something that will make an audience sit up and take notice."

"The crew, in fact, reacts on me like an audience on the stage. It gives me inspiration."

the appreciation of the spectators before the footlights. That's the way we make off-stage comedy in this company. We keep the stage crew in a happy frame of mind — ready to laugh. And that keeps me and the rest of the players in the same mood.

"The spirit of the company while working is my barometer, which tells me just how a comedy is going to turn out. If everyone is sour, the picture is going to turn out that way. If they are all radiant with smiles and good humor, you've got a comedy."

"And I have never played in a picture in which there was so much genuine fun in the making as in 'You Said a Mouthful.' I think we all had the time of our lives during the production. If the public enjoys the picture as much as we did in making it, I shall be more than satisfied," concluded Joe, who certainly said a mouthful!

Besides Joe E. Brown, the cast includes Ginger Rogers, Preston S. Foster, Sheila Terry and Farina.



No it's not Sherlock Holmes but Joe E. Brown in a scene from First National's comedy hit "You Said a Mouthful." Ginger Rogers plays opposite Joe.

Cut No. 2 Cut 15c Mat 5c

# ADVANCE and CURRENT SHORTS

## Australian "Sculling" Champ Has Comedy Role in Brown Film

Frank Hagney, who takes the part of manager of a marathon swimmer, in Joe E. Brown's latest First National picture, now showing at the Theatre on , knows considerable about marathons, having won one himself.

It was a rowing race, however, and took place at the same spot between Catalina Island and the California mainland that Joe E. Brown wins the swimming marathon in the picture. Hagney, who was a champion "sculler" in his native Australia, was used to a sliding seat, which was barred in the row boat race, yet he won.

Hagney's stupidity in the picture is the cause of some of the many laughs in "You Said a Mouthful," in which Joe E. Brown is supported by Ginger Rogers, Preston S. Foster, Farina, Sheila Terry, Oscar Apfel and Harry Gribbon. The story was written by William Dover and adapted by Robert Lord and Bolton Mallory. Lloyd Bacon directed the picture.

## Butterfly Nets and Fox Terrier Landed 8 Mice For Joe E. Brown Hit

Motion picture property men are supposed to supply anything under the sun at a moment's notice for picture purposes. During the making of Joe E. Brown's latest First National comedy, now showing at the Theatre, Director Lloyd Bacon called for eight live mice, regular house mice, and he wanted them at once for a scene. Animal stores were called. They had white mice and every kind of rare rodents, but no house mice. Whitney took a fox terrier and six men to an old barn on the studio lot. The terrier quickly scared up the mice and the men caught them in butterfly nets.

## Farina Loses Pig Tails But Keeps Big Smile

Farina, beloved by children for her happy smile and kinky pig tails in "Our Gang" comedies, will scarcely be recognized in Joe E. Brown's latest First National comedy, "You Said a Mouthful," now playing at the Theatre. Farina is now eleven. He has cut off his pig tails and now appears in his rightful character as a boy under the dignified name of Allen Clayton Hoskins. But they didn't eradicate that smile and the irrepressible spirit of fun.

## Preston Foster's Big Day

Preston S. Foster, who is Joe E. Brown's rival in his latest First National comedy, "You Said a Mouthful," now showing at the Theatre, made a record flight from Catalina Island, where the company was on location, to the North Hollywood studios land back, and incidentally saved the company a day's working time. Word was received by Director Lloyd Bacon that Foster was needed badly for some retakes at the studio for his last picture. Bacon needed Foster in the morning. So a plane was chartered and Foster hopped off for the studios, a distance of more than fifty miles. He made the retakes that night, took a couple of hours for a nap and hopped back for Catalina, reaching there to go to work with the company at nine o'clock.

## Just a Disguise

Joe E. Brown, in making swimming race scenes for his latest First National comedy, "You Said a Mouthful," coming to the Theatre on , covered himself with grease to keep out the chill of the icy waters at Catalina Island, as professional swimmers do. Director Lloyd Bacon had lamp black mixed with the grease so it would show up on the film, but onlookers were puzzled to know what it was for. Asked repeatedly about it, Joe finally explained.

"That's a safety measure," he said. "The lamp-black acts as a disguise so the sharks won't recognize me."

## Brown Wins Bet From Director With Non-Sinkable Bathing Suit

Believe it or not, Joe E. Brown has invented a non-sinkable bathing suit. It was made specifically for his use in "You Said a Mouthful," a hilarious First National comedy coming to the Theatre on . Director Lloyd Bacon felt of the flimsy rubberized material skeptically and then bet Joe the lunch for the crowd that it wasn't non-sinkable. Joe threw the suit on the water, and sure enough it floated. Bacon bought the lunch, but threatened to drop Joe in a hundred feet of water when he caught him inside the suit.

## Farina Explains

When Joe E. Brown first went to Catalina Island to cut capers in the water for his latest First National comedy, "You Said a Mouthful," coming to the Theatre on , a school of sharks hovered in the offing and refused to move, much to the distress of the company. Strangely enough, after the third day they disappeared, and the company wondered what had become of them.

"That's easy," volunteered the pickaninny, Farina, of "Our Gang" fame, who is playing with Joe. "They jes' natchly died a'laffin'."

## Joe E. Brown Drank Five Quarts of Milk Daily While Making Comedy

Joe E. Brown was on a strict training diet during the taking of the swimming scenes for the First National comedy, "You Said a Mouthful," which is now showing at the Theatre. The company was on location at Catalina Island for more than two weeks and his principal diet was milk. He drank five quarts a day.



Vivacious Ginger Rogers is here, once more playing opposite Joe E. Brown. Their latest picture "You Said a Mouthful" is reported to be a real laugh feast.

Cut No. 5 Cut 15c Mat 5c



Of course you recognize Joe E. Brown, but can you remember the little fellow with him? It's Farina, formerly of "Our Gang" comedy fame. Joe and Farina are an absolute laugh sensation in First National's "You Said a Mouthful."

Cut No. 4 Cut 30c Mat 10c

## BRIEF BIOGRAPHIES

Use these brief biographical stories for advance or current publicity, program notes, and lobby blow-ups. Then file for use on star's next pictures.

### JOE E. BROWN

Joe E. Brown was born in Holgate, Ohio, the seventh child of the seventh child, which any witch doctor will tell you is quite some start in life. He joined a circus when nine years old and toured the country with Ringling Bros. as the youngest of The Five Marvelous Ashtons. One of the marvelous Ashtons dropped him in a tumbling act when fifteen, which broke his leg and ended his circus career. He joined the St. Paul baseball club and later became a member of the Yankees team.

He has his own team in Los Angeles which is considered one of the star amateur nines. Deciding to become a comedian Joe went into burlesque. He made such a hit he was grabbed up by Broadway producers. Some of his hits were "Listen Lester," "Jim Jam Gems," "Captain Jenks" and "Twinkle Twinkle." It was while playing in the latter in Los Angeles that he was induced to try his hand at pictures. His first was "Crooks Can't Win," which he considers his worst. Since then he has made many pictures for Warner Bros.-First National, the most recent being, besides "You Said a Mouthful," "The Tenderfoot," "Fireman, Save My Child," "Local Boy Makes Good," "Broad Minded," "Going Wild" and "Maybe It's Love."

### GINGER ROGERS

Ginger Rogers, the red-headed heroine of Joe E. Brown's latest First National comedy, "You Said a Mouthful," which is now at the Theatre, began life in Independence, Missouri, and at an early age aspired to be an actress. It was a Charleston contest, held in Fort Worth, Texas, which gave her the entree to the stage. The winning of the contest landed her a part in the New York production of the musical comedy, "Top Speed."

From that moment on, comedy became her forte. Both on stage and screen, she has appeared opposite some of America's greatest comedians — such people as Ed Wynn, Charles Ruggles, Jack Oakie, and Joe E. Brown. She entered pictures in an important role in "Young Man of Manhattan." Since then she has appeared in "Queen High," "The Sap From Syracuse," "Follow the Leader," "Honor Among Lovers," "The Tip-Off," "Suicide Fleet," "Carnival Boat," "The Tenderfoot," "The Thirteenth Guest," "Hat Check Girl," "42nd Street" and "You Said a Mouthful." She is five feet, four inches tall, weighs 117 pounds, has green eyes and very red-brown hair.

### FARINA

He began life eleven years ago as Allen Clayton Hoskins. His picture career started nine years ago in a grocery store. That's where Hal Roach found him and signed him up to play a girl's part in "Our Gang" comedies, naming him for a staple article sold in the store where he was discovered. He stuck with "Our Gang" until about a year when he began a picture career which covered the country. After winding up his tour with 36 appearances in as many theatres in three days time in New York, he turned back to Hollywood to apply at Warner Bros.-First National for a picture job.

The company had experienced great difficulty in finding a colored boy to take what is one of the most important roles in the latest Joe E. Brown comedy, "You Said a Mouthful," so Farina was held to be a Godsend. His pigtails were clipped off for the first time in his life and everything revamped with the exception of his shining face and happy smile, to turn him into a boy. "You Said a Mouthful" is his first "he" role for the screen and his first feature picture.

### PRESTON S. FOSTER

Preston S. Foster, who is Joe E. Brown's rival in love and sports, in the First National comedy, "You Said a Mouthful," has made a tremendous success in pictures in the last few months, when he gave up the stage to go to Hollywood. Warner Bros. engaged him first to play a part in "Two Seconds" which he had taken in the stage play. Since then he has had important roles in "Doctor X," "Life Begins," "I Am a Fugitive From a Chain Gang," "All America" and the leading part of Killer Mears in "The Last Mile."

He was born in Ocean View, N. J., and after leaving school took up study for the opera, playing with the LaScala Opera company and The Pennsylvania Opera. He sang for the radio for a time and then took up the legitimate stage. "The Silent House," "In Command" and "Two Seconds" were among his stage successes. He is six feet two and weighs 200 pounds. He is an all-round athlete and plays the role of a swimming champion in Joe E. Brown's latest picture, "You Said a Mouthful."

# REVIEW—CURRENT PUBLICITY

REVIEW

## Joe E. Brown A Panic of Real Laughs

### "You Said a Mouthful," A Big Rib-Tickling Hit

Wide-Mouthed Comedian at His Best With Brand New Line of Comedy in a Fast-Moving Story

Never in the memory of the most ardent Joe E. Brown fan has there been such a riot of fun and laughter packed into six reels of entertainment as was unwound last night at the Theatre in "You Said a Mouthful."

If the enjoyment manifested by the first night audience at Joe's struggles to be a champion swimmer is any criterion, it's going to be difficult to get seats at the



JOE E. BROWN  
Cut No. 19  
Cut 15c Mat 5c

Theatre as long as "You Said a Mouthful" is on the screen.

The First National comedian has never had a vehicle that fitted him more perfectly, or offered more abundant scope for his mirth-pro-

voking talents.

With an inborn timidity about water that amounts almost to phobia, Joe finds himself mistaken by the girl of his dreams — at least, he starts dreaming about her as soon as he meets her — for the champion swimmer of Canada, Joe Holt, who is the favorite in the forthcoming swimming race from Catalina to the

mainland, a mere twenty-seven miles away.

Between his determination to be everything Alice thinks he is, and the relentless coaching of his pick-aninny ward — a darky orphan — Joe somehow manages to get used to the water and learn the rudiments of swimming.

Of course, Joe wins the race — who ever heard of Joe E. Brown failing to do anything he started out to do? — but that's a mere detail. If anything funnier than this swimming match has ever been filmed on land or sea, we've forgotten what it is. And the race

itself is only the hilarious, side-splitting climax to five reels or more of merriment that ranges from audible chuckles to deafening roars and shrieks of laughter. It seemed to us that the only time the audience stopped laughing was when they were out of breath and couldn't do anything but gasp until they got their second wind.

#### Dozens of High Spots

It would be easy to pick out a dozen high spots in Joe's career as a champion swimmer and dwell upon them, but it would equally be a shame to give away any of the delightful twists and surprises of "You Said a Mouthful." It's enough to say that anybody who misses Joe E. Brown in this picture will miss one of the funniest experiences of a lifetime.

Ginger Rogers is a piquant and charming leading lady, winsome enough to make any star lose his heart to her. As the only lea-

when she died, Farina of "Our Gang" fame, is a dark cloud with a silver lining of laughs all by himself.

Built like a lifeguard, Preston Foster, Joe's rival in both races — the one for the shore and the other for Alice's hand — manages to keep Joe in hot water until the last lap of the contest. An able cast furnishes first-rate support, including Walter Walker, Edwin Maxwell, Harry Gribbon, Oscar Apfel, Sheila Terry, Frank Hagney, Guinn Williams and William Burruss. Lloyd Bacon directed the picture with masterly skill.



Another drawing in his series of motion picture stars, the well known Winfield Meggs this time presents this unusual head of Joe E. Brown, screen's foremost comedian appearing in First National's "You Said a Mouthful."

Cut No. 13 Cut 30c Mat 10c

### CURRENT FEATURE

## A Non-Smoking Comedian Loses Bout With a Pipe

Joe E. Brown Lost More Than His Appetite Trying to Look Nonchalant as He Smoked a Calabash

If anyone knows a good practical substitute for pipe tobacco that will burn with a tobacco smoke and will not make a non-smoker sick — Joe E. Brown, First National star, would be glad to know what it is.

In real life, Joe E. Brown doesn't smoke at all, yet, frequently, his screen roles require him to use a cigarette or puff on a cigar.

Not until his present picture, "You Said a Mouthful," which is now at the Theatre, has Joe been called upon to smoke a pipe — and thereby hangs a tale.

Joe's pipe in "You Said a Mouthful" is an elaborate calabash — the kind a man is apt to buy when he hears that his maiden aunt has just died and left him what is presumably a fortune — as Joe's Aunt Minnie does in the story.

Even if you don't smoke, there are ways of pretending to enjoy a cigar or a cigarette that will look convincing to the camera. Especially if you are a good actor. It's different with a pipe. Either you smoke it and enjoy it — or you smoke it and run the risk of losing your appetite or your last meal — or both.

The first time Joe had to appear as a pipe-smoker was in a scene in a lawyer's office, where he learns the contents of his Aunt's will. Quite unsuspectingly, Joe loaded up the calabash with fragrant tobacco, fired up and went out on the set for rehearsal.

#### O.K. First 15 Minutes

The rehearsals took some little time. Throughout, Joe puffed vigorously at the pipe and blew smoke around the set like an expert. At the end of fifteen minutes, the tobacco had begun to get in its effects, and Joe began to feel somewhat like the schoolboy who stole dad's best seasoned briar and went out behind the barn to try it.

Though assailed from time to time by some of the minor sensations of seasickness, he managed to get

through the morning work. An hour's rest at noon, restored the star's equilibrium and he was back on the set, without desire for lunch, reluctantly ready for another bout with the calabash.

During the afternoon session, Joe was distinctly on his guard, like a fighter in the ring. He sparred with the insidious pipe instead of wading in and fighting it, as he had done during the morning rounds. At the close of the day, the honors were about even. After a conference with director Lloyd Bacon, Joe decided to postpone the balance of the pipe scenes until he had had a chance to do a little practising after hours.

#### Tobacco Substitute Sought

Besides which, the property man volunteered to look into the matter and see whether something a little less potent than tobacco, and just as effective for screen purposes couldn't be found.

In "You Said a Mouthful" Joe plays the role of an ingenious youth who entered a marathon swimming contest to win his lady love although he couldn't swim a stroke. A clever comedy of errors has been evolved in the plot by William B. Dover, the author, with hilarious gags interpolated by Robert Lord and Bolton Mallory, the screen writers.

There is an excellent supporting cast which includes Ginger Rogers, Preston S. Foster, Farina of "Our Gang" comedies, Sheila Terry, Guinn Williams and Harry Gribbon. The picture was directed by Lloyd Bacon.



The comic artist, Win, saw Joe E. Brown in "You Said a Mouthful" and illustrated above is his reaction. Joe's latest picture is causing many a case of pleasant hysteria. Have you seen it yet?

Cut No. 11 Cut 30c Mat 10c

# Joe E. Brown Had Tough Training

## Success Came Only After Years of Gruelling Work

Popular Comedian Suffered Heartbreaks, Abuse and Broken Legs Before His Name Went Up in Lights

By JOHN O'HARA

If you want the real story of Joe E. Brown, whose latest First National comedy, "You Said a Mouthful" opens at the Theatre next, you must go back to a poorly lighted vaudeville house in the Southland. You must go back to the year 1909.

It was a Sunday afternoon, the streets were baked by the lazy sun as four bedraggled men got off the cindery train, gaped about and asked the station-master for directions to the local opera house.

Four men? Make it three men, for despite his long trousers and battered derby, closer scrutiny revealed that the figure which walked a few paces behind the others was that of a boy, not more than fifteen years old. Nor

here, you" he said. "That trick flop that you do off my shoulders. If you don't get that right the next time we go on, you're going to be good and sorry, get me? I've had enough of your crabbing this act. You do that fall right or — well, you do it right."

The lad cringed and said nothing. It could be seen that he was near tears. He merely nodded assent. Then the quartet went on with the rehearsal. The boy did the fall properly. There was no complaint.

It was the next day at the matinee, but at the first evening performance that night, the boy was palpably nervous. It came time to be snapped up on the strong man's shoulders. His hands were damp and nearly slipped away from the Goliath's grip, despite its power. The strong man uttered under his breath: "You do that right or you'll be sorry." The boy's nervousness increased as he was twirled around in the air. The man was in a rage.

### Compound Leg Fracture

Suddenly the boy was flung in the air by those powerful arms. And when he came down on the floor, there was a sickening bump and a sharp little crack. The boy lay there.

He had a compound fracture of the leg . . .

The boy was, of course, Joe E. Brown and he made the story seem very close, very recently, as he told it to me in his dressing room at the First National Studio. He paused in his narrative and looked around the room. He was taking a few minutes time out during the production of "You Said a Mouthful," his new picture. "It seems pretty far in the past now," he said.

"Not to me," I said. "I know, not to you," he said. "But that's because you're hearing it for the first time. I look around here and think how my life has changed since then. How I used to be beaten by that man! He was

of the act paid me less money in a month than I spend for gasoline in a week — and I don't drive many miles. I thought I was making a wise move when I left him for the

would get the desired results, namely, hilarity on the part of the audience. "Be that as it may, I stuck at it, and I must have been all

'Twinkle Twinkle' in Los Angeles that I got my first movie offer. And I took it just as quickly as I did my first Broadway opportunity. And I'm glad I did. I have a swell time in the movies. There was 'Sally' with Marilyn Miller. There's still enough novelty in it to make it new and exciting, although I've had several years experience before the camera. Slightly more than two years, as a matter of fact. And I suppose you know I've signed again with First National for a series of pictures in which I'm to do comic roles."

Here Joseph Evan Brown paused reflectively. I could not tell whether he was thinking of his early youth in Holgate, Ohio, of his father, the German contractor, or his Welsh mother; of his six brothers and sisters. I did know he was thinking of things that were deep in the past.

Suddenly he looked at me and smiled.

### Broken Leg Shaped His Life

"Do you know," he said, "that experience with the broken leg really shaped my destiny?"

I did not understand what he meant, and said so.

"Well, this is why it did. While I was lying on my back in that little Southern town, feeling the bones knit, I got one of my first comic ideas. Strange, isn't it? There I was, in agony or near-agony, and yet I could see something funny about the whole thing. I really did. One night, when all was quiet in the little boarding house I couldn't sleep, I lay there wondering how it must have looked to the audience when I went sailing through the air. I had a dim recollection of their laughing, so it must have looked funny. Then it occurred to me that I might burlesque an acrobatic act.

"That idea more than anything else made me want to get well. All of a sudden I had something to live for—and up to that time I had been rather dreary. I planned the whole act, and it was one of the first things I did when I became a burlesque comedian. It brought laughs aplenty, and while it wasn't my big number, still I used it frequently.

"But even if I hadn't used it at all, it gave me the idea of becoming a comedian. And I suppose the fact that I was able to see the humor of that situation established me as a comic."

And that's Joe E. Brown, the man who turned a compound fracture into a good break.



Joe E. Brown (the Boy) When He Trouped the Country as an Acrobat in 1909

other act, but that was the way my leg was broken."

"What happened to you when your leg was broken?" I asked.

### Tried Baseball Next

"I stayed at a boarding house, and the troupe paid my doctor's bill, because the fellow who threw me was afraid I'd be arrested. Then I went to St. Louis and tried professional baseball, and I had a brief turn with the New York Yankees. Finally I gave up the strenuous type of entertainment and chose to be a comedian. A burlesque comedian, at that.

"And maybe I didn't work at that! Sleeper jumps, daughty dressing rooms, hurried meals — all the usual inconveniences of trouping. And remember, too, that I wasn't the most confident fellow in the world. I was on my first time out as a comedian, and while I was pretty well convinced that Mother Nature had endowed me with the physical qualifications for a comedian, I was less certain that my line and lines

right because they won't let you stick in burlesque if you can't make the customers laugh. I got a couple of Broadway offers and I grabbed one so quickly that you'd have thought I was being offered \$10,000 a week. But never fear, I wasn't. Not by fifty or sixty cents.

"Once on Broadway, however, and I never was without work for any lengthy period. As a matter of fact I worked too hard. I'd become accustomed to a steady grind, but I had worked so hard for such a long time that I used to regulate my jobs so I could have a breathing spell now and then. As it was I had long runs in 'Listen Lester,' 'Jim Jam Jems,' 'Greenwich Village Follies,' 'Betty Lee,' 'Captain Jinks' and 'Twinkle Twinkle.' And didn't I get a kick out of seeing my name up in lights for the first time!

### His First Movie Offer

"It was while I was playing in



"What a Kick Seeing My Name Up in Lights for the First Time."

was he a cheerful kid. You could tell that something was wrong. He was an unhappy lad.

The quartet found the theatre, changed, to a scant, athletic costume. Three of the men had bulging, chunky, powerful legs. The lad was well-built but of a slender type.

One of the men, a fellow with a bullet head and, seemingly, no neck, obviously was the chief of the party. He had a humorless look about him;



When He Came Down on the Floor There Was a Sickening Bump and a Sharp Little Crack.

cold, grey eyes and an officiousness that was apparent even in the few short steps he took to the middle of the stage.

The other men stood near the wings while their leader addressed the lad. "Now look

even more cruel than the first acrobat I worked with.

"You know I had very definite acrobatic ambitions when I was a kid. Ran away with a circus and all that. And that was a tough apprenticeship I served. The owner

The three cuts illustrated in the above story are available in one mat at your local exchange. Order Cut No. 9, Cut 45c, Mat 15c



Cut No. 20 Cut 45c Mat 15c

The leading players in First National's "You Said a Mouthful," Joe E. Brown and Ginger Rogers indulge in that famous American indoor sport, "necking." But it's all for art folks, Joe and Ginger are currently appearing in First National's ace comedy, "You Said a Mouthful."

# ADVANCE FEATURE STORIES



**Orry-Kelly Creates A Personality Wardrobe For Ginger Rogers**

The dresses shown here are particularly good examples of what is meant when it is said that Orry-Kelly, First National Studio's designer creates clothes to fit the personality of the star. In "You Said a Mouthful" starring Joe E. Brown, he has gowned Ginger Rogers in dresses with numerous little humorous touches. From left to right the starlet is seen wearing first, a suit, the skirt being of brown and white checkered wool and the jacket is of brown wool with chopped off tails — a most unusual fashion detail. The blouse is starched chiffon with enormous ruffled sleeves and painted in shades of red, yellow, blue and green on a white background. Diagonal pockets trim the skirt. In the picture following that she is seen wearing an afternoon dress of bright green crepe. The guimpe is of white tucked organdie with leg of mutton sleeves, while wheels of the material encircle the armholes. The tuxedo collar is lined with the organdie and the bib is outlined with white piping and buttons. Then, Miss Rogers is seen modeling a suit of flannel in two shades of blue, the darkest being still lighter than navy. A starched shirt of white broadcloth has a buster brown collar and the trench cap and tailoring of the coat give a military feeling. There are blue accessories and the tie is striped in shades of blue. The fourth dress in the group is a jumper dress in navy blue wool crepe with a blouse of checkered taffeta in blue and white. Orry-Kelly once again exhibits his designing genius in this very original group for Ginger Rogers.

## ADVANCE FEATURE

### Channel Swimming in Movies

Actor Marathon Swimmers Follow Technique Used by Professionals in "You Said a Mouthful" Comedy

Swimming channels is one of the newer professions, requiring special strength, equipment, preparation and knowledge. The Ederles, Helmys and Youngs, all those who have swum an English or a Catalina channel, have been characterized by a peculiar form of inner compulsion which dictates in no uncertain terms. It tells them that they must swim the Channel, that each failure is training for the next attempt. A few channel swimmers have achieved more than fame. The majority fail to achieve even that. The height of the vogue has been passed, but channel swimming again comes to the fore as the basis of a new comedy coming to the Strand, Joe E. Brown' "You Said a Mouthful."

Movie channel swimming, it appears, from production information, is characterized by the same herculean effort that goes into swimming for glory. Lloyd Bacon, director of the picture, carried a large troupe to Catalina Island for the swimming sequences, with the proverbial channel swimmer's lubricating grease as the most important part of the natatorial equipment. Rowboats to follow the swimmers were secured on the island. Hot showers and alcohol rubs were provided. A squad of "greasers" was selected to prepare the swimmers, all of whom were secured at the many Southern California beaches, for the gruelling work in the water. A training table was established so the marathon swimmers would be in fit physical condition when their turns come to take to the water.

#### Greasing, Unpleasant Task

The most unpleasant task of all, of course, was greasing the entries in the swim, into which Joe E. Brown is forced by a wild boast about his prowess, in spite of the fact that he has never (according to the script) swum a stroke before. The "greasers" found the job even messier than it ordinarily would be because of the lampblack to be mixed with the grease. The carbon was added to the ordinary automobile lubricant so that the

grease would register more effectively with the camera. Removing the grease was equally unpleasant; after the day's swim the "greasers" rubbed off as much of the swimmers' grease as possible under a hot shower; then sponged the bodies with alcohol, after which a second application of warm water was made.

The training table for the swimmers featured robust, energy-producing foods. Beef was the regular piece de resistance, with eggs, potatoes and a variety of vegetables supplementing the muscle-strengthening foods. The 1927 Catalina swim, which was won by George Young, served as the model for the "You Said a Mouthful" channel swimming. The things that had been found helpful were salvaged from the 1927 experience, the other things going by the board.

The channel swimming was patterned as closely as possible after the famous 1927 Wrigley endurance contest from Catalina to the mainland, even to the variety of entries. A strange assortment of professional swimmers appears in the picture, male and female, tall, short, thin, fat. A few were bearded, as were a few of the 1927 entrants, which, for picture purposes, heightens the comedy effect.

The "You Said a Mouthful" company worked on Catalina Island for two weeks, the cast, technical staff, and swimmers being transported daily from the mainland and back by chartered boats. Thus, save for a few interior details, it is almost completely an outdoor comedy, with Catalina Island as the principal backdrop.

## ADVANCE FEATURE

### Farina Sacrificed His Curls to Play With Joe E. Brown

Along came Farina!

Farina of "Our Gang" fame, the pickaninny of the happy smile, the ragged skirt and the kinky pigtails.

Came with a wide and mischievous grin to the First National Studios in North Hollywood, much to the joy of Director Lloyd Bacon and the star, Joe E. Brown, during the production of "You Said a Mouthful," which will be shown at the Theatre

Theatre . . . . . picture," said Joe. "No," said Bacon. "You'll have to cut the pigtails."

For the studio had been at its wit's end to find a colored youth to take the part of Sam, mascot and protege of Joe in the film. The role is one of the most important in the film, next in fact to that of the star and his leading lady, Ginger Rogers.

One hundred and fifty-three colored youths had applied for the job, and more than one hundred dismissed at a glance. They were too tall or too short, too fat or too thin. Forty-one tests were taken of the rest in the vain hope of getting someone who could fill the bill. There was no one of just the right size and age, no one with just the happy smile and particularly no one of enough experience to undertake the rather difficult part. Gloom had settled over the studio set when Mrs. Allen Hoskins, mother of Farina, called up the casting director.

#### "But Farina IS a Boy"

In the midst of his troubles, the casting director, Maxwell Arnow, explained patiently that a boy, not a girl, was wanted. For who didn't remember Farina as a girl.

"But Farina is a boy," insisted his mother. "He only played the part of a girl."

"Well bring her, or him, around," said Arnow, not very hopefully.

Then Farina appeared at the casting office, in pants, a wide grin, and his pigtails tucked under his hat. Director Bacon and Joe Brown were called in to inspect the youth. Then it was discovered he still had long hair.

"He can't have girl's hair in this

picture," said Joe.

"No," said Bacon. "You'll have to cut the pigtails."

A happy grin spread all over Farina's face, for he has never played anything but a girl's part, and while he has been a hero among his playmates for being a motion picture star, he never was quite reconciled to the pigtails.

Mrs. Hopkins objected. She did not want to have her little boy's nice, long hair spoiled. But when she learned how important the role was, her face lighted up.

#### "Bring on That Barber!"

"Bring along that barber," she said. "Farina, we're goin' to make a sure enough boy out of you."

Along came the barber and the kinky locks were snipped off into Mrs. Hoskins' apron for keepsakes, and soon Farina emerged from his cocoon into a sure enough boy. His first demand was for a mirror. He took just one look and uttered a whoop of joy that could be heard a block.

"It's a boy," he yelled, pointing at his reflection.

Farina was the happiest youth on the lot. It was his birth into a "man" actor. And Director Bacon and Joe E. Brown were almost as happy. For Farina not only had that smile that wouldn't come off, but he's an old trouser that understands the game. Besides his experience in the "Our Gang" comedies, he had just returned from a tour of the country on the vaudeville stage. Bacon and Brown congratulated themselves on their find.

"You Said a Mouthful" is not only Farina's first venture in a male role, but his first in a feature picture.



# CURRENT FEATURE STORIES

## CURRENT FEATURE

**Note to Exhibitor:**—This extremely funny feature can well be used as a humorous column in the newspapers, in your advance program, or as a throwaway.

## A Movie Comedian Offers Helpful Swimming Pointers

by

**JOE E. BROWN**

(Based altogether on his experiences in the First National picture, "You Said a Mouthful!" now showing at the \_\_\_\_\_ Theatre

1. Don't go swimming.
2. If you must swim, imitate the poor fish. Be yourself in the water.
3. It is not so important that you keep out of the water as it is that you keep the water out of you.



**Suit Yourself — Borrowed Suits Are Most Often Moth-Eaten.**

4. Find a nice pond. The Pacific Ocean is really bigger than anyone, except our very best swimmers' needs.
5. Don't kick your feet as though you had an ear caught in a wringer. Remember Grace — but don't let your wife know you remember her!
6. There is a rule in the Brown family that whoever splashes least, drowns first.
7. Suit yourself — borrowed suits are most often moth-eaten.
8. Hands are important. You should reach for the water — not punch at it. Which explains why people who live in boarding houses make the best swimmers.
9. Breathe regularly, but not under water.
10. Keep your head, by avoiding shark infested waters, ships' propellers and mermaids.
11. Beginners should remember their directions, especially the way up.
12. Swallow often but not much. This prevents water-logging and sinking in unfrequented spots about the ocean.
13. Kick vigorously, the management may refund your money.
14. Diving is different. Some

- people go into dives naturally. Some have to be encouraged.
15. Position is important. If you have a good, permanent, well-paid position, don't go into dives.
16. Avoid profanity. More swimmers have drowned at the Hellespont than have drowned at Catalina.
17. It's safer for the beginner to stroke a back than to try to back-stroke.
18. You shouldn't swim right after eating but you can eat right after swimming—and how!
19. If you must flirt do so near shore. You'll get in deep water quickly enough that way, anyhow.



**It's Safer to Stroke a Back Than to Try to Back-Stroke.**

20. Plunge in. Don't dilly-dally. Dilly-dalliers suffer the most.
21. If anyone tells you you swim as well as Joe E. Brown, the answer is — "You Said a Mouthful."

Cuts illustrated above are available at your local exchange. Order Cut No. 8, Cut 30c, Mat 10c.

## CURRENT FEATURE

## How Comedians Get Funny

### Joe E. Brown Resorts to Practical Jokes to Work Himself and Company Into Proper Mood

What makes Joe E. Brown funny?

What makes any screen comedian funny? And how do they get that way?

It has long been a mystery as to how a screen comedian gets himself into the frame of mind, to clown before the camera.

It is one thing to be funny on the stage where there is something of inspiration in personal contact. But to be funny before a cold camera and "mike," — that's something else again.

Comedians are not so differently constituted from other people. They don't always feel like clowning. They have their moods, and sometimes they get out of the wrong side of the bed like any other mortal. The morning grinch doesn't always pass them by.

But if you had watched Joe E. Brown working on his latest First National comedy, "You Said a Mouthful," which is now at the \_\_\_\_\_ Theatre, the mystery would be solved, at least as far as Joe is concerned.

Joe, of course, has a natural advantage. His "pan" is a laugh in itself. He can't disguise that wide open space whether the corners turn

up or down. But he admitted that he doesn't wake up every morning feeling as though he could lick a basket full of wild cats and make the whole world snicker.

#### Comedian's Toughest Job

"Far from it," said Joe. "I frequently get the doldrums like anyone else. But I have to go before the camera and strut my stuff just the same. The company is on the set and everything is waiting. You can't put it off until you feel like it. If you did, the picture probably never would be made. You've got to make yourself feel like it. You have to work yourself into the proper mood. That's the comedian's toughest job."

And Joe does it by clowning off the set before work starts on the

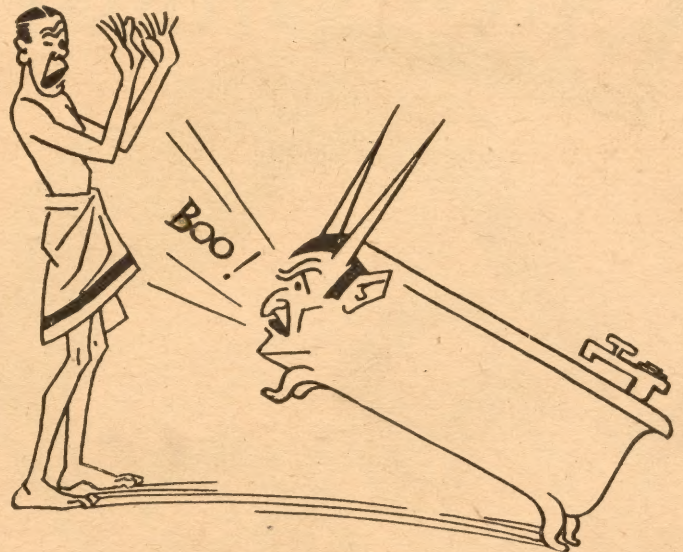
## CURRENT FEATURE

## Joe E. Brown Hopes His Next Film Will Be On a Desert

### Comedian Lost Love For Water After Spending 14 Days in Ocean Making "You Said a Mouthful"

Joe E. Brown, who splashed his way through the First National swimming comedy, "You Said a Mouthful" which comes to the \_\_\_\_\_ Theatre on \_\_\_\_\_, declares that from now on he hopes to strut his stuff on dry land.

All because Joe got a mouthful. In fact, he got many of them, during the two weeks he spent at Catalina Island making



**Even Bath Tubs Will Be Looked Upon With Suspicion From Now On.**  
Cut No. 10 Cut 30c Mat 10c

his current picture. The entire company lived in bathing-suits, except when they doffed them for sleeping pajamas. They dove, swam, trod water and capered in the briny while the cameras recorded their discomferts to give motion picture audiences an hour of hearty laughter.

"I feel permanently waterlogged," said Joe after the final shots of "You Said a Mouthful" were completed. "In fact, I feel much more like a fish than a human being. If we had stayed in the water off Catalina another day, I'd probably have begun to grow scales, or broke out with fur, like a seal.

"As a rule, each day, we took our first dive into the ocean just as the sun was coming up, although still soggy from the day before. Personally, I love the water. When I was a kid, I used to think I'd like nothing better than a life on the ocean wave. But a life in the ocean wave is another matter.

"During the day, Lloyd Bacon, the director, would let us come out of the water long enough to get a cup of coffee or something else hot, and then chase us back for more scenes.

"The pay-off, though," Joe went on, "was the surprise we found waiting for us when we got back

to the studio. We thought we had left all the water stuff behind us at Catalina, but we hadn't. There were two days more of close-ups to be taken in the studio tank. And, of course, I was in nine-tenths of them. However, pictures are pictures, and making people laugh is a serious business, so I gritted my teeth — they had just recovered from a ten-day spell of chattering — dragged the bathing suit out of the wardrobe again and got on being a deep-sea hero.

"Now I'm going to dry out, if possible. I hope the locale of our next picture is out in the middle of the desert, two hundred miles from the nearest ocean. Even bath tubs will be looked upon with suspicion from now on.

"I almost forgot to add," said Joe, "that we had to pick the coldest summer California has had for fifteen years to romp around in the ocean for days at a time with not much more on than a Kanaka would wear at Waikiki. In one way, this was an advantage. I didn't have to use my imagination to work up a shrinking hesitancy about getting too familiar with the ocean, such as the character I was playing is supposed to feel. Maybe that will help to make those scenes funnier.

picture in the morning, in between scenes. He frequently works himself into a lather of excitement that lasts through the day. And it frequently leaves him as limp as a rag at the end of the day. Clowning may look easy. But it's not, not for the comedian.

One of his methods is practical jokes. He plays them on the other actors, the director, the cameramen, the electricians, the prop men, or the innocent bystander. One morning when the company was working on location at Catalina Island in a swimming scene, Joe came tearing down the beach, yelling: "Sharks! Sharks!"

And when Joe yells, he says a mouthful. The swimmers scrambled madly for shore and clustered around Joe, demanding, "Where?"

Joe just lay down on the sand on his back and kicked his heels in the air. He laughed at the fright of the players. He laughed at the scolding director. Then everyone laughed. Joe's laugh is infectious. And the company was in the mood to go to work.

#### One On Ginger Rogers

When Joe fastened a crab to Ginger Rogers' bathing suit and she ran screaming down the beach, the other players went into hysterics. When Sheila Terry fled hysterically for her dressing room after Joe had

trailed a wet, snaky rope across her bare legs, even the cameramen laughed. And it was a long day when someone didn't get an unexpected ducking.

The climax came on the studio set when Joe let loose eight barn mice in the women's dressing room. They were prop mice, used in the picture, but even movie stars of the fair sex can't forget the national fear of the ladies for mice.

The panic that ensued held up the picture for half an hour. Nor could the girls be coaxed to come back to work until assured that all the mice had been exterminated. That was enough to keep the crowd in good humor for the rest of the day. But when, next morning, Ginger Rogers appeared with a cat tucked under her arm, and refused to go on the set without it, they were off in roars of laughter again.

#### Crew Kept in Comedy Mood

"These may sound like silly child tricks in recital," said Joe. "But they mean a lot in keeping the whole company in a comedy mood when we are working before the camera. Some of the tricks are spontaneous. Everyone likes to have a little fun at the other fellow's expense. And some of the tricks are planned deliberately for the purpose. They all help to keep up the good spirits of the players working on the set."

**ONE CENT SALE!**

at the  
**STRAND**  
TODAY!



**JOE E.**

Laughs are only a penny a dozen... and do they come fast and furious! Don't miss seeing Joe E. Brown as the marathon swimming champ who goes in for wilder waves and weaker women! Funnier than "Local Boy Makes Good!" Snap up this laugh-bargain!

**BROWN**

IN  
*"You said a Mouthful"*

A First National hit with  
**GINGER ROGERS**  
and **"FARINA"**  
of Our Gang fame

[ THEATRE NAME ]  
[ AND POLICY HERE ]

Cut No. 42 Cut 40c Mat 10c  
**358 LINES**

Ads Nos. 42-31-38 and 36 constitute a complete four day current campaign.



**SHAME ON YOU...**

...If you don't bring your whole family to the Strand this week to see Joe E. Brown as the unfloatable swimmer who learned his strokes on a chandelier...and won the Channel marathon by a GRIN! You don't know what laughin' is 'till you've seen

JOE E.  
**BROWN**  
in  
**"YOU SAID**

**A MOUTHFUL"**

A First National Hit with  
**GINGER ROGERS**  
and **"FARINA"**  
of Our Gang fame

"Loaded with guffaws as broad as the star's facial cavity..." *Hollywood Herald*

[ THEATRE NAME ]  
[ AND POLICY HERE ]

Cut No. 31 Cut 40c Mat 10c  
**296 LINES**

# PICTURE'S GREAT COMEDY

GANGWAY FOR THE MAESTRO OF MIRTH!



Just imagine Joe E. Brown as the marathon swim champ who finds women, women everywhere...and all he can do is sink! Funnier than "Local Boy Makes Good" and "Fireman Save My Child" rolled into one! Don't miss

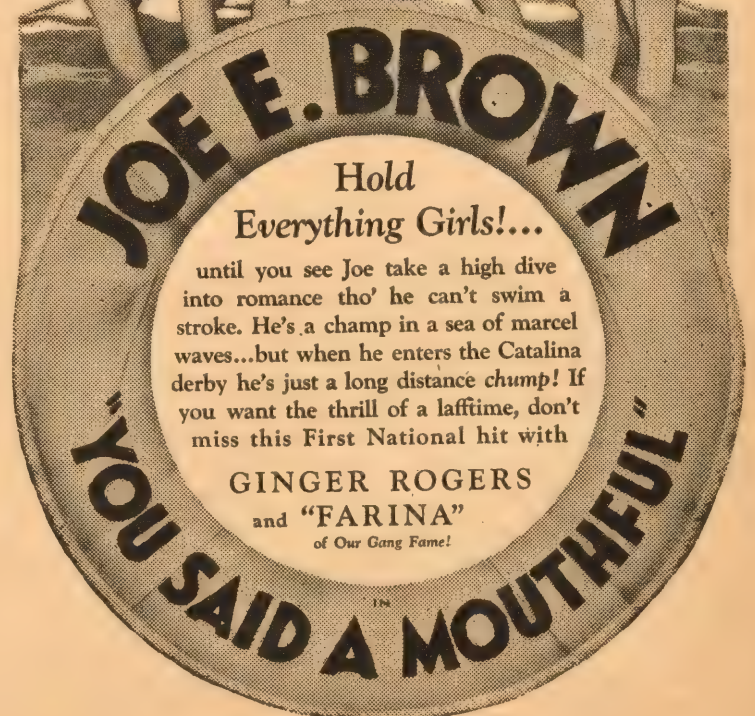
## JOE E. BROWN "You Said a Mouthful"

A First National Hit with GINGER ROGERS and "FARINA" of Our Gang fame

STRAND

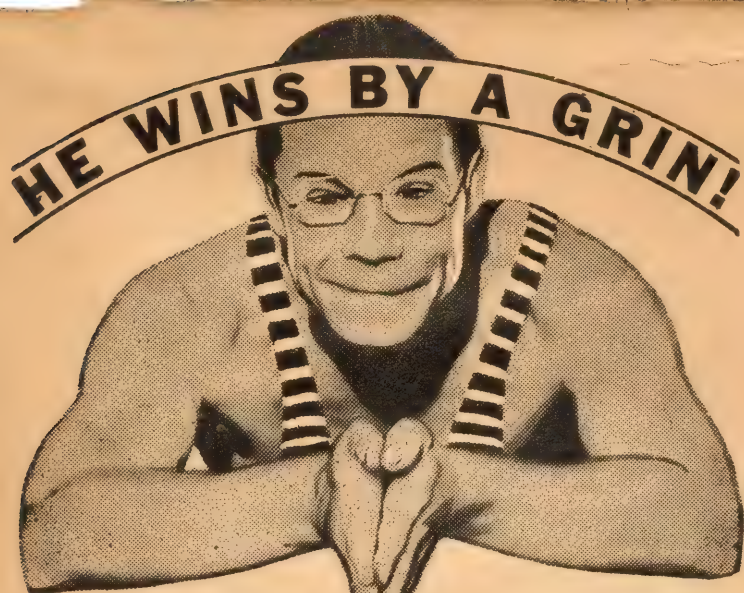
Cut No. 38 Cut 60c Mat 15c

213 LINES



Cut No. 36 Cut 40c Mat 10c

162 LINES



Just a great big faceful of mirth and merriment—that's Joe E. Brown as the marathon champion who didn't think he could swim 'till they turned him loose in the middle of the Pacific—and then he knew he couldn't! Limber up your larynx for louder laughs than at "Fireman, Save My Child!"

## Joe E. BROWN

### "You Said a Mouthful"

Another First National smile Stampede with GINGER ROGERS and "FARINA" of Our Gang Fame



STRAND

TONITE!

Cut No. 34 Cut 40c Mat 10c

194 LINES



She puts fire in his heart... and water on his brain!

She wants a channel swimmer... he wants to do his swimming in a bathtub. How love soothes the wild waves and makes a Catalina marathon champ out of an inland life-saver is the biggest laugh splash since "Local Boy Makes Good" and "Fireman, Save My Child." Let's go!

JOE E.

BROWN

in

## "YOU SAID A MOUTHFUL"

A First National Hit with GINGER ROGERS and "FARINA"

STRAND

Cut No. 35 Cut 40c Mat 10c

156 LINES

# NOVELTY ART AD CAMPA

**GET RID OF THAT LONG FACE!**

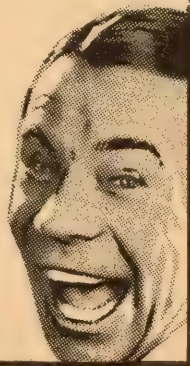


Pack up your troubles in a wardrobe trunk, ankle down to the Winter Garden and grab yourself a large dose of the funniest comedy since the campaign speeches . . . America's Clowning Glory as a marathon swimming chump who gets seasick in the bathtub!

**JOE E. BROWN**  
in  
**"YOU SAID A MOUTHFUL"**

Another of those First National hits. With Ginger Rogers, "Farina" and an oceanful of gorgeous bathing beauties.

**THUR. NITE WINTER GARDEN**



*Cut No. 25 Cut 40c Mat 10c*

**158 LINES**



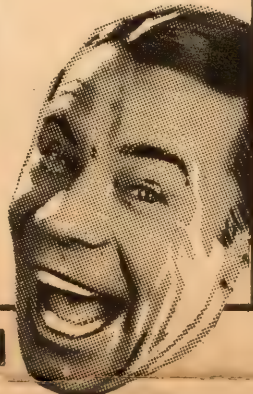
**GIVE US THE OLD SMILE, NEW YORK!**

Be the Forgetting Man . . . Dismiss the depression . . . Here's A New Deal in comedy! People who haven't laughed since 1929 are going to tear the old larynx tonite in tribute to—

**JOE E. BROWN**  
in  
**"YOU SAID A MOUTHFUL"**

Another of those First National hits! With Ginger Rogers and an amazing array of audacious Aphrodites!

**TO-NITE - WINTER GARDEN**



*Cut No. 22 Cut 40c Mat 10c*

**208 LINES**



**NEW YORK IS ALL EARS!**

What a whispering campaign there's been about the latest lunacies of New York's favorite son-of-a-gun! No wonder the wise ones can hardly wait to see the high priest of hysterics as a marathon swimming chump who thought the trudgeon was a fish, and that crawling was just a childish trick! Thursday nite you'll know why It's Smart to be Dippy with—

**JOE E. BROWN**  
in  
**"YOU SAID A MOUTHFUL"**

Another of those First National hits. With Ginger Rogers, "Farina" and an oceanful of gorgeous bathing beauties.

**THURS. NITE WINTER GARDEN**



*Cut No. 23 Cut 40c Mat 10c*

**204 LINES**

**YOU'LL WANT A NECK LIKE THIS**



so you won't miss a thing when you see America's Clowning Glory as a marathon swimming chump who learned his strokes on a chandelier and was so afraid of water he wouldn't even wash in it! Limber up your larynx — get your torso in training for — well, we call b-l-y laughs — you'll call it the most Divine Comedy since Dante!

**JOE E. BROWN**  
in  
**"YOU SAID A MOUTHFUL"**

Another First National Hit. With Ginger Rogers, "Farina" and an oceanful of glorious bathing beauties.

**THUR. NITE WINTER GARDEN**



*Cut No. 24 Cut 40c Mat 10c*

**174 LINES**

**This ad is also available in three column size.  
Cut No. 44, Cut 60c, Mat 15c**

# IGN SETS PICTURE UP BIG

**Don't let your patrons get the idea this is just another BROWN picture. It isn't! It's a new JOE E. BROWN you are presenting in this picture . . . and smart, sophisticated ads like these will set it up as the big comedy smash it is . . . the biggest laff hit of the year!**

## GET RID OF THAT LONG FACE!

Pack up your troubles in a wardrobe trunk, and ankle down to the Winter Garden, and grab a large dose of the funniest comedy since the campaign speeches . . . America's Clowning Glory as a marathon swimming chump who gets seasick in the bathtub!

### JOE E. BROWN

#### in "YOU SAID A MOUTHFUL"

Another of those First National hits. With Ginger Rogers, "Farina" and an oceanful of glorious bathing beauties.

**THURS. NITE WINTER GARDEN**



*Cut No. 43 Cut 60c Mat 15c*

**255 LINES**



## New York Is All EARS!

What a whispering campaign there's been about the latest lunacies of New York's favorite son-of-a-gun! No wonder the wise ones can hardly wait to see the high priest of hysterics as a marathon swimming chump who thought the trudgeon was a fish, and that crawling was just a childish trick! Thursday nite you'll know why It's Smart to be Dippy with—

### JOE E. BROWN

in  
**"YOU SAID A MOUTHFUL"**

Another of those First National hits. With Ginger Rogers, "Farina" and an oceanful of gorgeous bathing beauties.

**THURS. NITE WINTER GARDEN**



*Cut No. 47 Cut 60c Mat 15c*

**156 LINES**

**You will note that Ad Nos. 25 and 43, 23 and 47 are two and three cols. of the same ads.**

## You'll laff 'till you CRY!

Throw away that truss and get yourself a bicycle! Regain your old pep! Surprise the wife and girl friends. Try one shot of our laugh rejuvenation remedy and you'll start crying for a kiddie car. Visit the high priest of hysterics

### JOE E. BROWN

#### in "YOU SAID A MOUTHFUL"

Another of those First National hits! With Ginger Rogers and an amazing array of audacious Aphrodites!

**THURS. NITE WINTER GARDEN**



*Cut No. 46 Cut 60c Mat 15c*

**183 LINES**



## GET AN EYEFUL

of your old pal Joe as a mighty marathon swimmer who was so afraid of water he wouldn't even wash in it! Watch him dive into an ocean of love and come up with a tidal wave of laughs! Learn about lunacy tomorrow from

### JOE E. BROWN

#### in "YOU SAID A MOUTHFUL"

Another of those First National hits. With Ginger Rogers, "Farina" and an oceanful of gorgeous bathing beauties.

**THURS. NITE WINTER GARDEN**



*Cut No. 45 Cut 60c Mat 15c*

**183 LINES**



Just Imagine..  
**JOE E. BROWN**  
 as a marathon swim champ who finds women, women everywhere... and all he can do is sink! Funnier than "Local Boy Makes Good" and "Fireman, Save My Child" rolled into one!

in  
**"You Said a Mouthful"**  
 A First National Hit with  
**GINGER ROGERS**  
 and **"FARINA"**  
 of Our Gang fame

(THEATRE NAME AND POLICY)

Cut No. 41 Cut 40c Mat 10c  
 242 LINES

WASN'T it a great depression  
 until  
**JOE E. BROWN**



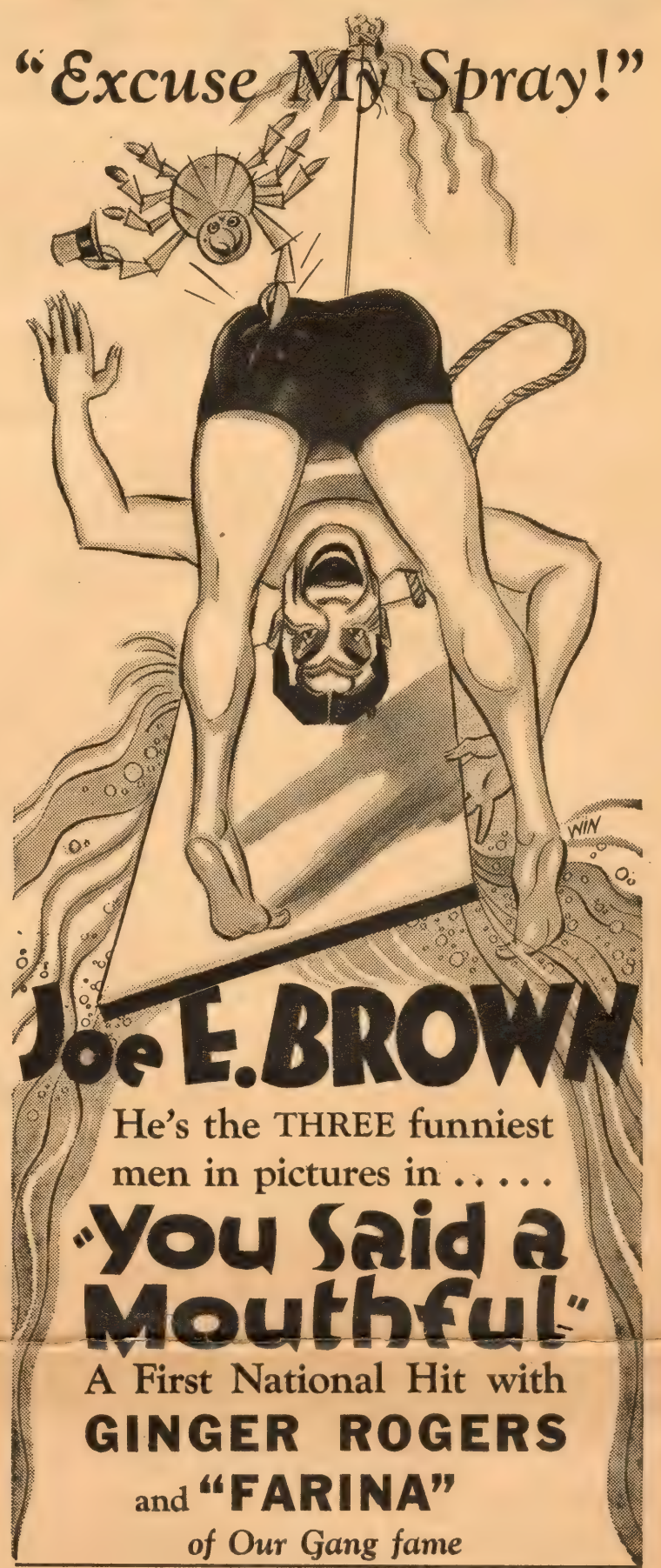
flushed the "pan" that has turned the Panic into a laugh riot!... We're telling you he's never been funnier—and tomorrow you'll be telling us "You Said a Mouthful"! A First National hit—funnier than "Fireman, Save My Child" and "Local Boy Makes Good," rolled into one!

Loaded with guffaws as broad as the star's facial cavity—  
 —Hollywood Herald

in  
**"You Said a Mouthful"**  
 with  
**GINGER ROGERS**  
 and **"FARINA"**  
 of Our Gang fame

**STRAND**  
 [THEATRE POLICY HERE]

Cut No. 40 Cut 40c Mat 10c  
 190 LINES



"Excuse My Spray!"  
**JOE E. BROWN**  
 He's the THREE funniest men in pictures in . . . . .  
**"You Said a Mouthful"**  
 A First National Hit with  
**GINGER ROGERS**  
 and **"FARINA"**  
 of Our Gang fame

Cut No. 32 Cut 40c Mat 10c  
 260 LINES



WASN'T it a great depression until  
**JOE E. BROWN**  
 flashed the "pan" that has turned the Panic into a laugh riot!... We're telling you he's never been funnier—and tomorrow you'll be telling us  
**"You Said a Mouthful"**  
 A First National Hit—funnier than "Fireman, Save My Child," "Local Boy Makes Good" with  
**GINGER ROGERS and FARINA.**

**STRAND**  
 (THEATRE AND POLICY HERE)

Cut No. 29 Cut 40c Mat 10c  
 122 LINES



**"EXCUSE MY SPRAY!"**

Gangway for love! Joe's taking a high dive into romance tho' he can't swim a stroke...and a blond bathing beauty's behind it all! Don't miss

**Joe E. BROWN**

in **"YOU SAID A MOUTHFUL"**

A First National hit with **GINGER ROGERS** and **"FARINA"** of Our Gang fame!



[ THEATRE NAME AND POLICY HERE ]

Cut No. 37 Cut 20c Mat 5c

101 LINES

Just Imagine...

**JOE E. BROWN**



...as a marathon swim champ who finds women, women everywhere... and all he can do is sink! Funnier than "Local Boy Makes Good" and "Fireman, Save My Child" rolled into one!

in **"You Said a Mouthful"**

A FIRST NATIONAL HIT with **GINGER ROGERS** and **"FARINA"** of Our Gang fame

[ THEATRE NAME AND POLICY HERE ]

Cut No. 30 Cut 20c Mat 5c

68 LINES

**THE TRAILER YOU USE** should be the official Vitaphone Trailer, of course. It sells this great comedy as no other could possibly do.

Here he is...THE OLD MAESTRO OF MIRTH

**JOE E.**

**BROWN**

in A First National hit with **GINGER ROGERS** and **"FARINA"** of Our Gang fame

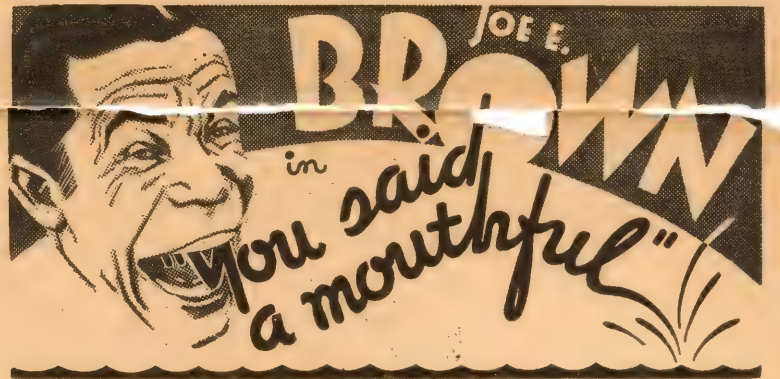


**"YOU SAID A MOUTHFUL"**

She loved channel swimmers—and he loved dry land! Here's the biggest howl of the year with Joe as an honest lad from Iowa hunting fame and fortune in California-eye-a where they go down to the sea in slips! Even funnier than "Fireman, Save My Child" and "Local Boy Makes Good" rolled in one!

Cut No. 33 Cut 40c Mat 10c

146 LINES



Cut No. 26 Cut 40c Mat 10c

56 LINES

Dive in with...

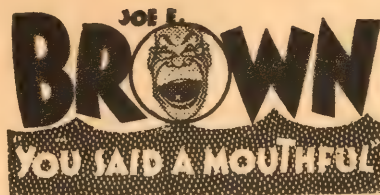


He's a champ in a sea of marcel waves...but when he enters the Catalina derby he's just a long-distance chump! If you want the thrill of a lafftime, don't miss this First National hit with **GINGER ROGERS** and **"FARINA"** of Our Gang fame.

[ THEATRE NAME AND POLICY HERE. ]

Cut No. 39 Cut 40c Mat 10c

180 LINES



Cut No. 27 Cut 20c Mat 5c

15 LINES



Cut No. 17 Cut 20c Mat 5c

15 LINES



Cut No. 28 Cut 40c Mat 10c

56 LINES

# FOR THE NEXT 3 MONTHS SELL YOUR ENTIRE SHOW WITH THESE GREAT VITAPHONE SHORTS

Release Number	Title	Series	Release Number	Title	Series
7004	<b>"THE YACHT PARTY"</b> Featuring Roger Wolf Kahn and Orchestra in Band short with novelty setting.	MelodyMasters No. 4	7110	<b>"HEY HEY WESTERNER"</b> Another glamorous 2-reeler in the Technicolor musicals series. Broadway transplanted to a western ranch—with a large cast headed by Eddie Nugent, Mae Madison, Will and Gladys Ahern.	Technicolor Musical No. 4
6503	<b>"VITAPHONE SPORT THRILLS No. 3"</b> Thrilling scenes of wild west rodeo and bicycle racing—Dialogue by Ted Husing.	Vitaphone Sport Thrills No. 3	7111	<b>RUSS COLUMBO— "THAT GOES DOUBLE"</b> Broadway's famous "Romeo of Song," at his best in a knockout Musical two reeler.	Broadway Brevities No. 11
6604	<b>"CURIOUS CUSTOMS OF THE WORLD"</b> Strange habits and customs the world over, presented in unusual style by the celebrated E. M. Newman.	World Adventures No. 4	6606	<b>"HIGH SPOTS OF THE FAR EAST"</b> An engrossing glimpse into this fascinating part of the globe.	World Adventures No. 6 by E. M. Newman
7106	<b>"PICKIN' A WINNER"</b> Third of the Technicolor Musical — Race Track background with Lee Moran, Jerry Mandy, Doris McMahon, Charley Kaley and gorgeous Hollywood beauties.	Broadway Brevities No. 6	6705	<b>"BOSKO IN DUTCH"</b> Bosko, hero of the popular "Looney Tunes" cartoons, gives you another side - splitting comedy.	Looney Tune No. 5
7205	<b>JACK HALEY in "THEN CAME THE YAWN"</b> Another comedy riot with popular Broadway juvenile comedian in a peach of a story.	Big V Comedy No. 5	7208	<b>JACK HALEY in "THE BUILD UP"</b> Your favorite comic in another ace comedy with Helen Lynd, Broadway musical comedy star, and a large cast.	Big V Comedy No. 8
7206	<b>"THE RUN AROUND"</b> William Demarest, Broadway Musical Comedy Revue headliner in a story that is as funny as it is unusual.	Big V Comedy No. 6	7006	<b>"HOT COMPETITION"</b> A "hotcha" band number with an all-star cast that includes Harry Bariss and Loyce Whiteman, popular radio and night club entertainers, The Continentals, internationally known musical aggregation, and Ted Husing, sports announcer.	MelodyMasters No. 6
6804	<b>"THREE'S A CROWD—"</b> Corking Comedy Song Cartoon based upon action in Sensational Song Hit.	MerrieMelodies Comedy Song Cartoon No. 4	6911	<b>"RAMBLING ROUND RADIO ROW" (No. 3)</b> Stars! Stars! In an amusing and entertaining Radio Newsreel. They include Jay C. Flippen, Aunt Jemima, Johnny Marvin, Baby Rose Marie, 4 Lombardos, William Hall and the Howard Lanin Orchestra.	Pepper Pot No. 11
6908	<b>"DANGEROUS OCCUPATIONS"</b> Novelty short showing some tough and dangerous ways of earning a living.	Pepper Pot No. 8			
6907	<b>"BABE O' MINE"</b> Unusual and scintillating novelty. "A finely photographed study of one day in the life of a baby," said Film Daily.	Pepper Pot No. 7			
6504	<b>"VITAPHONE SPORT THRILLS No. 4"</b> Sensational action scenes of swimming, hurdling and aviation—Dialogue by Ted Husing, America's premiere Radio Sports Reporter.	Vitaphone Sport Thrills No. 4			
7108	<b>"MOONBEAMS"</b> Another striking musical comedy hit in two reels with Col. Stoopnagel and Budd, radio favorites, Lanny Ross, popular radio tenor, Muriel Abbott Dancers, and the Loomis Sisters of the Broadway Stage.	Broadway Brevities No. 8			
6605	<b>"FROM BETHLEHEM TO JERUSALEM"</b> Interesting and entertaining glimpses of Biblical high spots by E. M. Newman.	World Adventures No. 5			
7005	<b>"THE LEASE BREAKERS"</b> A novelty band short with Aunt Jemima, Willie Creager's Band, and Maurice Colleano, famous wire-walker.	MelodyMasters No. 5			
6704	<b>"BOSKO'S WOODLAND DAZE"</b> Another of the tremendously popular Looney Tunes cartoons featuring Bosko and Honey, in a fast moving comedy.	Looney Tunes No. 4			
7109	<b>"POOR LITTLE RICH BOY"</b> A snappy two reeler featuring the inimitable Phil Baker—Big Time accordionist comedian. A Great Box Office Card anywhere.	Broadway Brevities No. 9			
6909	<b>"OUT OF THE PAST"</b> Charlie Chaplin, Jack Dempsey and Doug Fairbanks, three sure-fire B.O. names appear in this short which presents an exciting review of yesterday's headlines.	Pepper Pot No. 9			
7207	<b>FRANK ORTH and ANN CODEE in "TROUBLE INDEMNITY"</b> International vaudeville stars in two reels of hilarious fun.	Big V Comedy No. 7			
6910	<b>"LOVE THY NEIGHBOR"</b> A roaring comedy of tangled love nests, with a cast of Broadway favorites, including Don Tomkins, Gunboat Smith, Frances Dade and Marel Foster.	Pepper Pot No. 10			
6805	<b>"IN THE SHANTY WHERE SANTA CLAUS LIVES"</b> Snappy Music — brilliant comedy, make this an exceptional comedy song cartoon.	Merrie Melody Comedy Song Cartoon No. 5			

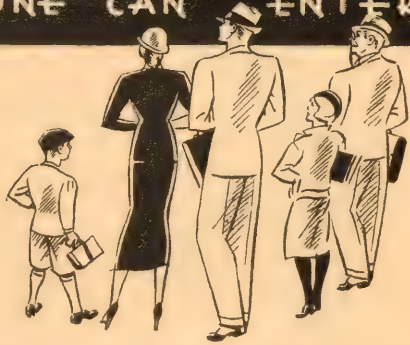
Distributed by  
**VITAGRAPH, Inc.**



# STUNT OF THE WEEK!

## Spelling Bee A Natural Stunt For Brown Fans

DAILY NEWS • STRAND  
**SPELLING BEE**  
 SPONSORED BY  
**JOE E. BROWN**  
 15 VALUABLE PRIZES  
 STARTS \_\_\_\_\_  
 EVERYONE CAN ENTER FREE



For the STUNT OF THE WEEK we have selected a "SPELLING BEE." This stunt, properly worked up, can be made to pay big dividends.

The title of the picture, "You Said a Mouthful," lends itself to fine gagging up of the stunt by the use of large words. Joe E. Brown's pictures, because of their cleanness and wholesomeness have a great fascination for kids as well as grownups. His is just the type of picture with which to stage a Spelling Bee because of the family audience appeal.

Here are some thoughts as to the handling of the stunt. With your own showmanship ideas behind it, we know, you can put over a grand campaign.

Promote the Idea in co-operation with your local newspaper — the schools — the Parents and Teachers Associations — and the Merchants with whom you can arrange a co-operative ad page.

Call it the "Strand-Daily News Spelling Bee, Sponsored by Joe E. Brown."

Get in touch with the school officials — especially the head of the Board of Education. Arrange to have each school participate in an elimination Spelling Bee, the winner from each school to participate in the Grand Spelling Bee which will be held on the stage of your theatre.

Invite the Parents and Teachers Association and other adults, to have a spelling bee of their own, their winners to compete, with those of the respective schools the final night.

Try, if possible to get the Mayor to conduct the spelling bee finals at your theatre — or the President of the Board of Education — or some other notable.

For prizes, get the merchants to donate enough of them so that about 12 of the contestants will be sure of a prize. Of course, the Grand Prize should be something worth while.

If you arrange the co-operative store ad tie-up, suggested elsewhere in this Merchandising Plan, then it should be a cinch to get each advertiser to donate a prize. Reference of the donation for "The Spelling Bee," should then be carried in each merchant's ad.

The newspaper can be interested by having the paper print the official entry blank for the schools and for the adults. Entry blanks bearing both the Newspaper and Theatre Imprint, together with announcement of the picture, should be supplied to the schools — and the Parents and Teachers Association. Adults not connected with the school can enter the Spelling Bee, by filling out one of the entry blanks published daily in the paper.

This stunt can be developed into a real 10 day smash advance campaign — the finals being held the opening day, or the first Saturday, after the opening, as you may decide, or you can hold daily half hour sessions on the stage.

We are giving you herewith a couple of sample publicity stories. Once the Spelling Bees start in the various schools, the newspaper reporter assigned to the events, will be able to keep a daily running story, written around the results each day.

We have gone into this at length, in order to give you every possible detail. The stunt is yours — the returns will be yours. The size of the returns will be in proportion to your effort.

### PUBLICITY STORY No. 2

## Daily News Seeks Toledo's Spelling Bee Champion

Prizes For Adult Class — For School Pupils — A Grand Prize for the Champion of All

One More Day Left to Enter Real Old Fashioned Spell Down Sponsored by Joe E. Brown

Have you turned in your entry yet for the Daily News-Strand Spelling Bee, which starts (DATE). If you haven't, there is still time. Entry lists close tonight. Entries postmarked, or delivered to the Daily News "Spelling Bee Editor, or to the Strand Theatre, by midnight, will be able to participate for the (Number.....) of prizes that will be awarded.

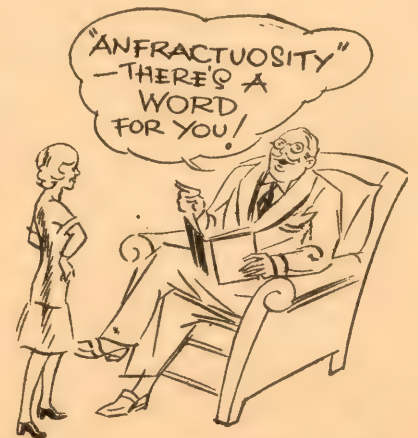
#### Here is the List of Prizes (List Prizes)

There will be prizes for school pupils — more prizes for the Adult Class — and a Grand Prize for the Grand Champion.

The preliminary and semi-finals for the adult class will be held at the Strand Sunday morning at 10:30. Finals will be held at the Strand Theatre, on the Stage, the opening night of "You Said a Mouthful," starring Joe E. Brown, who is sponsoring the contest.

If you win your school championship, or the adult class in your section of the city, you will be sure of seeing "You Said a Mouthful," free, in addition to having a chance to win one of the ..... prizes being offered.

Many of the words will be a mouthful, but you'll enjoy this Spelling Bee as much as Joe E. Brown did



while making "You Said a Mouthful."

No entry fee required. All you need do is to fill out the entry blank printed below, and send it in.

Mail or bring this entry blank to "Spelling Bee" Editor, The Daily News, or leave it at the Box Office of the Strand Theatre.

### SPELLING BEE ENTRY BLANK

SPELLING BEE EDITOR  
 THE DAILY NEWS

Please enter me in the Daily News-Strand Theatre Spelling Bee sponsored by Joe E. Brown, starting .....

Name .....

Address .....

Mail this entry blank to "Spelling Bee Editor," The Daily News, or leave it at the box-office of the Strand Theatre.

### PUBLICITY STORY No. 1

## Daily News-Strand Seek Toledo's Best Speller

Real Old Fashioned Spelling Bee Being Sponsored by Joe E. Brown, Movie Star

Everyone Eligible — Adults and School Children; Valuable Prizes, Also Guest Tickets to Strand

Dig up the old spelling book, and brush up on your spelling for the Daily News-Strand Spelling Bee which is being sponsored by Joe E. Brown, popular movie comedian whose latest picture, "You Said a Mouthful," opens next Friday at the Strand Theatre. Simple, but tricky words—words that are a mouthful — all will be used in this Spelling Bee.

Is it going to be a lot of fun? You said a Mouthful!

Here's your chance, young and old alike to show, just how good you are in spelling. Starting ..... The Daily News in conjunction with the Strand, will stage a Spelling Bee for the champion Speller of Toledo. No one is barred — even school teachers can compete. Who can tell, perhaps Mother and daughter — father and son, will compete against each other in the finals.

All you need do to enter this Spelling Bee, is to fill out the application published on this page—send it in to the "Spelling Bee Editor," and you will be notified when and where to appear for the first round.

Separate Spelling Bees are now being held in the Toledo Schools. The winner in each school will meet

the winners of other schools, for the Spelling Championship on the stage of the Strand . . . (Fill Date) just before Joe E. Brown's latest comedy hit, "You Said a Mouthful," has its premiere. Of course, the contestants in the finals will be permitted to see the picture, after the Spelling Bee has been concluded.

#### 15 Valuable Prizes

There will be a top prize for adults—one for the champion of the schools. The two winners, will then be matched against each other for a Grand Prize, which is.....

There will also be the following prizes for the next five in each division.

Fill out the entry blank published on this page and send it in today.

(Publicity Stories Continued on Next Page)

# SMASH EXPLOITATION STUNTS

PUBLICITY STORY No. 3

## 500 Entries Received for Daily News Spelling Bee

### Keen Rivalry Between Parents and Their Children For Titular Spelling Honors

### Toledo Librarian Reports Great Demand For Spelling Books as Start of Bee Nears

Toledo's best spellers are cramming away, brushing up on their spelling, getting ready for the Daily News-Strand, "Spelling Bee," sponsored by Joe E. Brown, movie comedian, which gets under way tomorrow in all Toledo schools. Mothers and daughters are friendly helpmates to each other today, as they listen to each other's spelling. Fathers and their sons, are taking turns asking each other to spell, "antediluvian, apocalypse, battalion, calendar, cemetery" and similar mouthfuls of words.

Miss ..... head of the Toledo public library reports an unprecedented demand for spelling books, ever since the Daily News announced the contest.

There'll be the burning of midnight oil tonight, as the school pupils prepare for tomorrow's Spelling Bee. Each boy and girl, is hoping to spell down the rest of his school so that he or she may represent the school in the finals which will be held at the Strand Theatre, just before Joe E. Brown's great comedy hit, "You Said a Mouthful," has its premiere.

Those who qualify for the finals are sure of seeing the picture free, in addition to having a chance at the 15 prizes being offered.

There will be a prize of ..... for the winner of the school division. There will be a prize of ..... for the winner of the adult division. There will be a Grand Prize for the Champion of all classes. And there will be five prizes to each of the last five spellers that survive in each division. After tomorrow we'll be able to announce the name of those who have come through successfully thus far in the school division.

Sunday morning, 500 entrants for

the adult class will meet at the Strand theatre where the Spelling Bee will be held to decide the adult winner.

The winners from each school, will vie against each other, Friday night, on the stage of the Strand. The final winner, then will be matched



against the winner of the adult class the following night. Mayor ..... will conduct the final Spelling Bee which will decide the Spelling Championship of Toledo.

Okay Toledo Spellers! Let's Go!

The three illustrations used in spelling bee contest stories are available on one complete mat—Order Cut No. 15 Cut 30c Mat 10c

### For Additional Publicity Stories Have Newspaper Reporter Write Daily Running Story Until End of Contest

Once the Spelling Bee contests are actually under way, the reporter assigned by the newspaper to cover the Spelling Bee, will be able to carry a running story, daily, giving the names of the winners at the end of each contest together with names of those who had to drop out and words which caused their defeat.

Interest can be worked up to a high pitch, which will have its climax when the championship is decided.

### HELP US TO HELP YOU BY SENDING US YOUR CAMPAIGN

Exhibitors are urged to send us their campaigns in order that we may be able to pass along the many splendid ideas put into execution on every picture.

Exceptional examples of real showmanship will be passed along, not only to other exhibitors, but also to the Trade Papers for publication and comment.

Right now, the industry is in need of the closest sort of co-operation between producers and exhibitors. Let's all pull together, each trying to help the other.

Never before has the motion picture business been in greater need of real worthwhile ideas. By pulling together — by interchanging exploitation ideas, exhibitors and producers will be bound to derive much mutual benefit.

Address Your Campaign and Your Suggestions and Ideas to Director of Exploitation, WARNER BROS. PICTURES, Inc. 321 West 44th Street, New York City

Watch the newspapers and magazines for National Advertising Campaign by Wrigley Gum on Joe E. Brown and Ginger Rogers. Get after your Wrigley distributor and arrange your own tie-up.

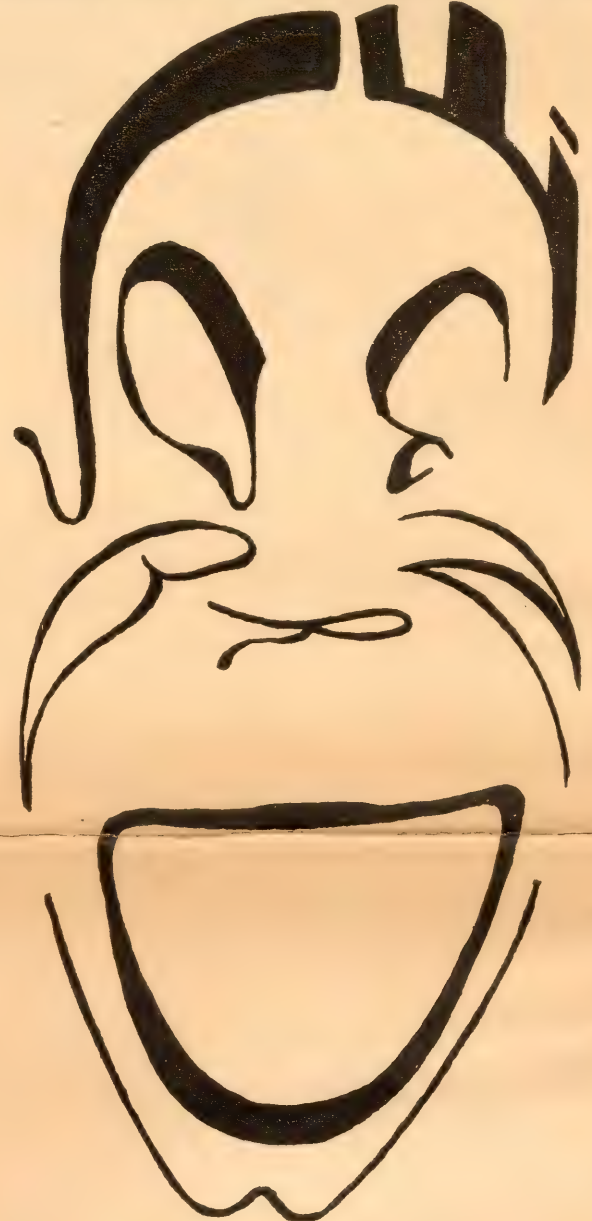
## Nameograph Contest

Here is something new with which to intrigue newspaper readers and at the same time call attention to your show.

The face of Joe E. Brown, printed below, has been made up exclusively of the letters in his name. Tie-up with your newspaper on a "Nameograph" contest, awarding guest tickets as prizes for the 25 best "Nameographs" of Joe E. Brown. Arrange the contest so that it closes the day before your opening. The opening day, you can publish the model "Nameograph" we have given you, together with some of the winning portraits and the names of the winners. This will tend to give you an added newspaper "break," in which you can get across plenty of publicity regarding your show.

Here is a sample publicity story with which to announce the contest.

### SAMPLE NAMEOGRAPH FOR A GUIDE TO BE PUBLISHED DAY AFTER CONTEST CLOSSES.



Cut No. 14 Cut 30c Mat 10c

## "Nameograph" A New Game for Herald Readers

### 25 Melba Theatre Tickets for Best Caricatures of Joe E. Brown Made From Letters in His Name

Who said there was nothing new under the sun?

The Dallas Herald, together with the Melba Theatre, has a novel game for its readers. We are calling it "Nameograph." Readers of the Herald are invited to make a caricature of Joe E. Brown, famous screen comedian, from the letters forming his name.

You can arrange the letters any way you want—you can use whatever style of lettering you see fit—the only requirement is that the letters form a resemblance to Brown's well known face, shown here.

Twenty-five pair of guests tickets for the opening of "You Said a Mouthful," starring Joe E. Brown, which opens at the Melba Theatre, next Friday, will be awarded by the Herald for the 25 best Letter Portraits of Joe E. Brown.

The contest is open to all except employees of The Melba Theatre and the Herald. You don't have to be an artist to win. Just a little ingenuity is required.

Send your letter Portrait to the "Letter Portrait" Editor of the Herald or leave it at the Box Office of the Melba Theatre, before (Fill in Date).



Cut No. 7 Cut 15c Mat 5c

# POSSIBLE WITH JOE E. BROWN

## 6 Kids Prepared to Wait 2 Days, a Good Lobby Stunt

Here is a lobby stunt, that while not new, has always attracted attention.

Have about six kids sit on a bench, or on boxes in front of your theatre a day or two before your opening. Use signs done in crude kid fashion on their backs reading:

We're All Waiting to See Our Pal

### JOE E. BROWN

in his latest comedy riot

### "YOU SAID A MOUTHFUL"

Opening here **FRIDAY**

If you will have the kids chewing on all day suckers, and plant some bottles of milk, some sandwiches and a couple of blankets beside them to make it look as though the kids had come prepared to actually wait

for the picture's opening, it will give the stunt a fine touch.

It shouldn't be very difficult with this sort of atmosphere, to get your local newspaper to publish a picture of the kids waiting.

## Pie-Eating Contest a Natural for "You Said a Mouthful"

Thanksgiving and Christmas Holidays offer a splendid time in which to stage a pie-eating contest — pumpkin or mince. Kids are crazy about pie and a Joe E. Brown pie-eating contest for "You Said a Mouthful" is worth working up to the limit. Go after it this way.

Interest prominent bakers in having local boys eat pie in their windows — at a certain hour — noon or at evening when offices close — each firm choosing one contestant for the big stunt at the theatre.

Other boys' organizations, such as Boy Scouts, Y Boys' Department, and so on, may also have prelimin-

aries, choosing one candidate each. Pies will be donated by bakers and grocers, for the publicity given them.

Cards in windows of those co-operating will give particulars about the Joe Brown picture and the pie-fest which is to be used as a prologue at the theatre on the opening day. Scenes from the picture should be mounted on the cards.

Announce the stunt and its progress by newspaper stories — telling when it takes place on the stage of the theatre. The winners in the finals will be selected by the applause of the audience. Prizes may be promoted from sport stores, dealers in boys' clothing and others.

### Window Stills

There are a great number of stills taken from "You Said a Mouthful," which lend themselves to numerous window planting possibilities. They get over the great comedy of the picture, and will serve to call attention to your show in many store windows where you will be unable to get a window card.

Here are the still numbers, together with the stores to solicit for window displays.

#### SPORTS

Still Nos. Y.M. 225, 226, 243, 239, Pub. A110, 101, 50, J.E.B. Pub. A251, 249.

#### BATHING SUITS

Still Nos. Y.M. 85, 90, 219, 220, 236.

#### LEATHER GOODS

Still No. Y.M. 55.

#### DRUG STORE

Still No. Y.M. 37.

#### GROCERY

Still No. Y.M. 36.

#### TOBACCO

Still No. Pub. A-17.

#### CLOTHING

Still No. Pub. A-15.

#### TOYS

Still No. Y.M. 4, Pub. A-24.

### Bathing Beauty Contest For Original Costumes

Although the winter months are scarcely conducive to a bathing beauty contest in the ordinary sense of the word, nevertheless, you can capitalize upon the swimming in "You Said a Mouthful," by staging a Bathing Beauty Contest on your stage. Make it a contest for the most original and most attractive bathing suit designed by the wearers for next season's wear.

Another novel angle would be to have a parade of models wearing bathing suit styles from mother's day, right up to date.

For prizes, you can promote bath robes and dressing gowns which the models will wear as they come out on the stage, dropping them as they step across.

### Still For Chewing Gum Tie-Up

Still No. 96, shows Joe E. Brown purchasing some Wrigley Chewing Gum at a counter filled with it. This suggests tying up with local Wrigley dealers and merchants handling the product for free window displays made up from several of the picture's stills. If possible, promote a quantity of the gum as give-aways.

## Title Offers Large Variety Candy and Food Tie-ups

The title "You said a Mouthful," lends itself admirably to exploitation tie-ups with confectioners, restaurants, soda water counters, luncheonettes, delicatessen stores, etc. Suggest to your local confectioner, that he make up sample lollypops or some other kind of candy which you can give away with a card or in an envelope, carrying theatre copy. The following sample copy could be used:

John Brown's Candies Make a Tasty Mouthful  
With Which to Watch

JOE E. BROWN

In His Greatest Comedy Hit

"YOU SAID A MOUTHFUL"

Now at the Strand Theatre

For restaurant, luncheonettes or delicatessen stores, get them to make up a Joe E. Brown Special that is a real "MOUTHFUL." Copy along the following lines can be used:

For a Real Mouthful Try Our

JOE E. BROWN Special

And for a Real Comedy Hit, Be Sure to See

JOE E. BROWN

In His Greatest Laff Riot,

"YOU SAID A MOUTHFUL"

Now at the Strand Theatre

Following along the same lines, suggest a Joe E. Brown Special Sundae that is a Mouthful, to the soda counters.

In each case, be sure to take advantage of the tie-up, by planting your window cards and stills from the pictures in the stores.

## Letter-Writing Contest on Embarrassing Experiences

This stunt for "You Said a Mouthful" makes possible a splendid newspaper tie-up, good publicity for your theatre, and wide patron interest. Ask readers to send letters of not more than two hundred words explaining their own personal experiences in situations which caused them the greatest embarrassment as a result of their attempt to impress a girl. Explain that in the picture, Joe E. Brown, who can't swim a stroke is forced into a marathon swim, in order to make good his boast to a girl that he was a great swimmer.

The paper will publish five of the best each day. Prizes may be promoted from different dealers and cards with data about the play and the contest, with mounted stills from "You Said a Mouthful" should be offered for use in windows.

### AUTOGRAPHED PHOTO



JOE E. BROWN

**\$7.50 per Thousand**

Imitation autographed photograph of Joe E. Brown. Excellent business builders. Give them away on matinees. Imprint the back with copy on "You Said a Mouthful." \$7.50 per thousand. Cash with order or shipped C.O.D.

Order Direct From

GORDON-GREENE PRINTING CORP.  
142 WEST 24th STREET

NEW YORK

Watch the newspapers and magazines for National Advertising Campaign by Wrigley Gum on Joe E. Brown and Ginger Rogers. Get after your Wrigley distributor and arrange your own tie-up.

Watch the newspapers and magazines for National Advertising Campaign by Wrigley Gum on Joe E. Brown and Ginger Rogers. Get after your Wrigley distributor and arrange your own tie-up.

### Teaser Campaign

Take full advantage of the teaser value in the title with a tack-card campaign. Use these suggested lines for your snipes:

Is He Funny?  
YOU SAID A MOUTHFUL!

Is He Fast?  
YOU SAID A MOUTHFUL!

Will You Howl?  
YOU SAID A MOUTHFUL!

Can He Swim?  
YOU SAID A MOUTHFUL!

Can He Make Love?  
YOU SAID A MOUTHFUL!

Will You Love Him?  
YOU SAID A MOUTHFUL!

Give these cards a big circulation in advance and concurrent with your showing. It's a sure-fire way to get the folks talking — and when you get them talking you get them coming!

### Swimming Meet

Since the story of Joe E. Brown's "You Said a Mouthful" hinges on swimming — nothing could be more apt for exploitation than a swimming meet. This will call for the participation of various men's and women's clubs, having swimming pools. Each amateur swimmer in your town is eligible. Supply entry blanks at the box office.

Secure a telegram from Joe E. Brown sponsoring the contests and offering a cup to the winner. This should be blown up and planted in front of the theatre. Local dealers can be worked for additional prizes.

Be sure, however, that this swimming meet, is arranged so as not to conflict with your own show. Early Saturday morning or Sunday morning would be the best time.

Of course, if you are located in a Southern state where there is swimming all year round, you can arrange a series of aquatic contests, for prizes. In this event, call it the Joe E. Brown Contest, sponsored by your theatre and a newspaper, if you get one interested.

### Street Ballyhoo

Here is a stunt that would be sure to attract attention anywhere. Get two or three men, wearing red flannels and over them a bathing suit, to walk down the main street. Have two of them wearing blowup water wings across their chests and under their arms. The third can be wearing a life preserver. To add a touch of comedy, make the third person, wearing a life preserver, a little darky with a sign across his chest "Trainer." On the backs of each of the people in the street ballyhoo, have signs with theatres' announcement, along these lines.

You Said a Mouthful—  
We Are Funny Looking!  
But You Should See  
JOE E. BROWN  
in

His Greatest Comedy Riot,  
"YOU SAID A MOUTHFUL"  
Coming to the STRAND Friday

These men can hand out heralds and throwaways, as they walk along. If there are in your city, men who go swimming the year 'round, regardless of the weather, and you can persuade some of them to walk through the streets wearing nothing but bathing suits, so much the better. Only be sure they carry appropriate announcement copy.

### Fine Trailer Gag

One of the cleverest innovations you can use for Joe E. Brown is the one pulled at the Westwood Theatre, Westwood, Cal., on "Fireman, Save My Child." The manager had his operator rehearse the trailer until he knew every spot where Joe opened his mouth to shout his famous H—ELLLLLLLL—P! When the trailer was thrown on the screen the operator reduced the volume to a whisper and then magnified it to several times normal. The effect was startling and literally took the house by storm. The cry was a surprise each of the several times it occurred in the trailer. Numerous other houses picked up the stunt with equal success and it's a great idea for you to use on "You Said a Mouthful."

### Get Kids Going on Joe Brown Yell

"YE— — —OW!" Joe Brown's famous and inimitable yell is heard early and often in "You Said a Mouthful."

Get the kiddies of your town to work doing imitations of the yell. They'll take to it like hot cakes. Have a bunch of them parade the streets with a banner giving data about the show and a picture of Joe — doing the yell in unison. Let them gather in front of City Hall where some official, the mayor, if possible — hears them separately and decides which gives the best imitations.

Prizes for the five best will be a ticket to the showing. At kiddies' matinees they might give the yell.

### Apple Bobbing

Apple-bobbing is a riot any time of the year. The kids will eat it up — especially when there is a good chance of getting a free ticket to see Joe E. Brown in his most uproarious hit — "You Said a Mouthful."

The day before the opening stage an Apple-Bobbing Bout in the outer lobby.

Announce the coming event in papers and also by throwaways. The wording of the latter may be: **Hey, Buddy: Want a free ticket to see Joe E. Brown in his funniest film? "You Said a Mouthful!" If you do, then come to the lobby of the**

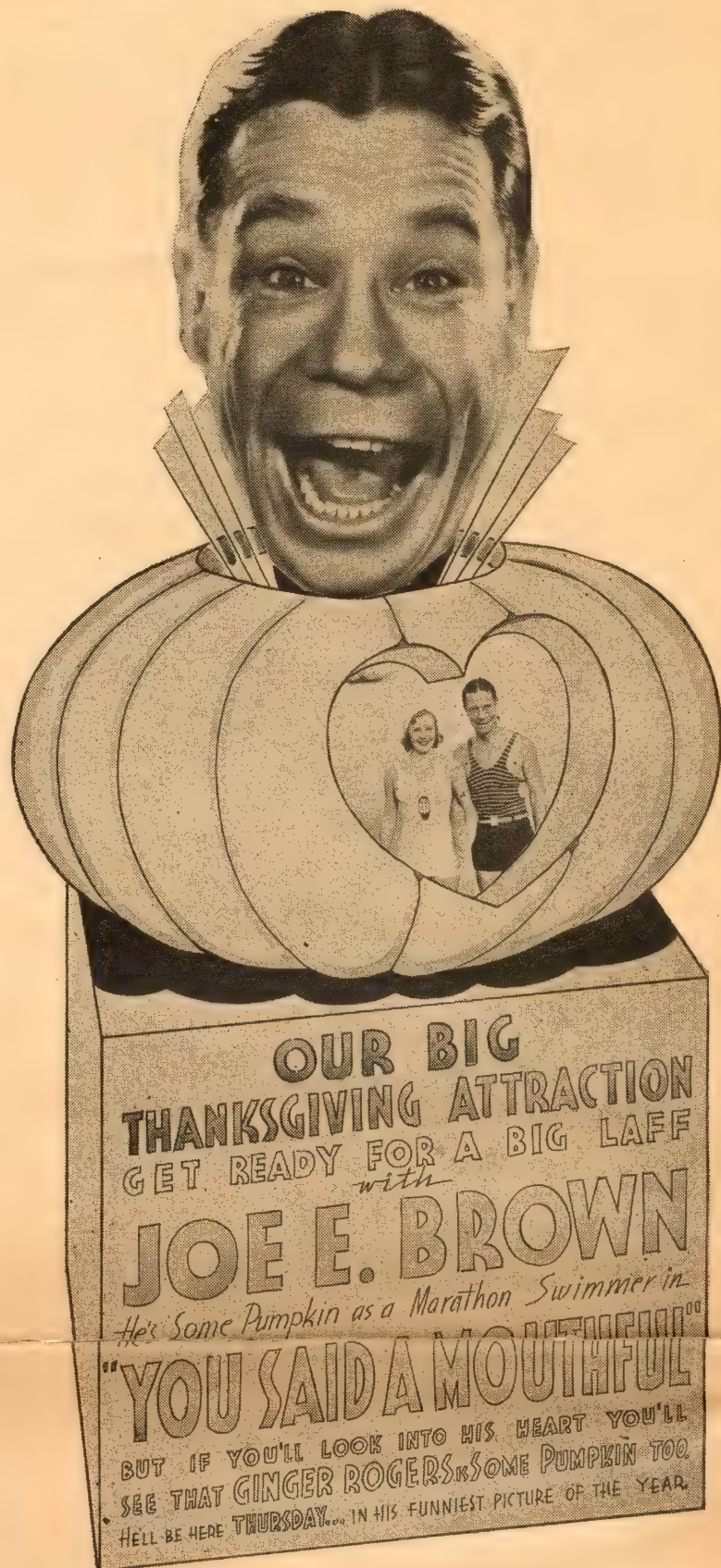
**Theatre** ..... next at ..... o'clock — and join the bunch that are bobbing for apples! If you can get your teeth in a pippin' in ten seconds — no more, no less — you'll walk away with a free ticket for the ..... showing of "You Said a Mouthful." Steve Brody took a chance! Go Steve one better!

Signed.....  
Manager of Strand Theatre

### Grab Bag for Lobby Stunt

A peach of an idea presents itself in the form of a grab bag, using instead of the usual bag, a blown-up head of Joe E. Brown, (we suggest still No. Warner J.E.B. 44) the mouth cut out so as to allow the passage of a hand. Place a bag behind the mouth to hold the variety gifts. Get merchants to donate presents, giving them credit in special throwaways and lobby cards. Put plenty of the novel heralds in the basket because the kids will get a great kick out of them due to the extremely comical effect produced by pulling down the tab under the mouth.

## Special Holiday Display



The lobby display shown above is comparatively simple and will cost very little to make. It is especially timely if your play date occurs any time between Thanksgiving and Christmas. If you play the picture after Thanksgiving Day, then change the words, "Our Big Thanksgiving Attraction" to "Our Big Holiday Attraction."

Blow up the head of one of the Joe E. Brown stills. The larger the head, the more effective it will be. Mount the blow-up on a piece of compo board and nail it to a stick, which goes into the hollowed out pumpkin, forming the body of the display. Cut out a heart shaped figure in the pumpkin and insert inside, a still showing Joe E. Brown and Ginger Rogers, similar to the one in the illustration. Rest the pumpkin on the base of the display, on the front of which your painter can letter your announcement. The sides of the display, can be a duplicate of the front, or you can use it to announce the Vitaphone shorts on the same program.

A strong light, placed inside of the pumpkin so that it illuminates the still and the head of Brown, will make the display particularly effective at night.

### BURGEE

Excellent for marquee and lobby hanging. Size 20 by 30 inches and printed on strong, durable canvas. Comes with eyelets. Brilliant colors.

**PRICE 45c EACH**

*Do Not Order Banners or Drapes from Exchange!*

Available Only from  
**MORRIS LIBERMAN**  
729 Broadway New York

Send Cash with Order or C.O.D.

Watch the newspapers and magazines for National Advertising Campaign by Wrigley Gum on Joe E. Brown and Ginger Rogers. Get after your Wrigley distributor and arrange your own tie-up.

## Goofy Inventions for Newspaper Tie-up

Here is something new and novel in newspaper contests. Goofy Inventions. The goofier the better and funnier. It affords a corking advance or current build-up for the comedy of the picture. Sure to make a hit with the newspaper editor and with the readers. Only expense, some free tickets. Here's the dope.

In the picture, Joe E. Brown gets a lot of comedy out of a non-sinkable bathing suit. Idea being that wearer of one of those suits can't sink.

Invite the newspaper readers, to send in the goofiest sort of an invention they can think of. Sketches a la Rube Goldberg—holeless doughnuts — suspenders convertible into fire escapes — chewing gum preservers, automatic hat tipplers, etc. There is no limit to what can be imagined as goofy inventions. Only

originality should count. Offer as daily prizes, ten pairs of tickets. Arrange with the newspaper to publish the names of the prize winners each day, together with their inventions.

Use the following publicity story as a sample.

## Who Has A Goofy Invention?

10 Daily Prizes for Troy's Craziest Inventions Offered by Daily Record and Strand Theatre

What is the goofiest invention you can think of?

Think one up! The more impossible and the more impracticable, the better. Then send it in, either sketched or written out to The Daily Record. If your idea is goofy enough, you may be one of the fortunate ten that are being treated daily to a pair of guest tickets, for the Strand's coming hit, "You Said a Mouthful," starring Joe E. Brown.

In "You Said a Mouthful," a hilarious new comedy which is coming to the Strand Theatre next Friday, Joe E. Brown, its popular star, is the inventor of, of all things, a non-sinkable bathing suit. The Record, in conjunction with the Strand Theatre, is conducting a contest open to everyone in which prizes will be awarded to the inventor of anything equally goofy, or—if possible—goofier.

Of course, no actual invention is required. All you have to do is think of the most ridiculous contraption you can, write it down or draw it, mail it in or bring it, just let us know your idea and we'll enter it in the contest. Any one of the many prizes may be yours.

### (LIST PRIZES)

The drawing below is the Record's own idea of a goofy invention. It is not entered in the contest, but merely illustrates what we mean when we say "goofy."

As further illustration, in case there still remains any doubts, here

are some inventions actually patented in Washington — and they were not meant to be goofy either! There are patents registered for eye-glasses for chickens, an edible stick-pin, suspenders convertible into fire-escapes, a trap for tape worms, used chewing-gum preservers, automatic hat-tippers, a combination match-box, mouse-trap and pin-cushion, a bell for coffins (to be rung if one discovers one is not really dead) and many, many others. Now with these real inventions as inspiration, do your "goofiest"!

No slogans, no essays, no writing of any kind is required. Originality is the only considerations by which contributions will be judged. Mail or bring your entry either to the Goofy Inventions Editor of this paper or to the Manager of the Strand Theatre. All contestants must have their entries received not later than midnight of (fill in date). Awards will be announced next (date) so start thinking now. Remember the prizes!

## Brown's Funniest Picture Contest

With Joe E. Brown's tremendous popularity, it should be fairly easy to tie up with a newspaper on the following essay contest. Invite the readers to send in the type of role they'd like to see him play in his next picture, with a 150 word essay on which has been his funniest picture to date.

Have contestants send their answers to the theatre or to the newspaper on or before a certain date. Offer 25 pairs of tickets for the best 25 letters. Notice for paper may be as follows:

### Name Joe E. Brown's Funniest Hit and See His Next Free

Joe E. Brown will be seen at the . . . . . Theatre . . . . . next in "You Said a Mouthful," his latest and most hilarious First National picture. In connection with the event Manager . . . . . is offering special prizes to readers of the Daily Record. A pair of guest tickets will be given to the 25 who send in the best 150 word letters, telling which picture has been Joe E. Brown's funniest and what type of role you'd like to see him play in his next picture.

As everybody knows Joe E. Brown played a high-speed boat-racer in "Top Speed," a football player in "Maybe It's Love," a prize fighter in "Hold Everything," a wrestler in "Sit Tight," a baseball player in "Fireman, Save My Child," an aviator in "Going Wild" and a sprinter in "Local Boy Makes Good." In "You Said a Mouthful," he appears as a terrified gentleman who is forced on account of mistaken identity, and his attempt to make a hit

with Ginger Rogers, to take part in a marathon swimming race from Catalina Island to the mainland—in spite of sharks, sea-weed and surf.

Manager . . . . . of the . . . . . Theatre asks that all letters be in the box office or to the Joe E. Brown Editor, the Daily Record not later than . . . . . next. Are the prizes worth working for? You said a mouthful! Send your letter in right now.

## Classified Ad Tie-up Offers You Weekly Publicity Break

Here is a stunt that the Brooklyn Strand worked out in conjunction with the Brooklyn Times-Union, without any expense to the theatre apart from the 50 tickets the theatre awards each week.

The beauty about this tie-up, is that once arranged, it becomes a regular weekly affair and your show gets a fine two column, 320 line ad daily without cost.

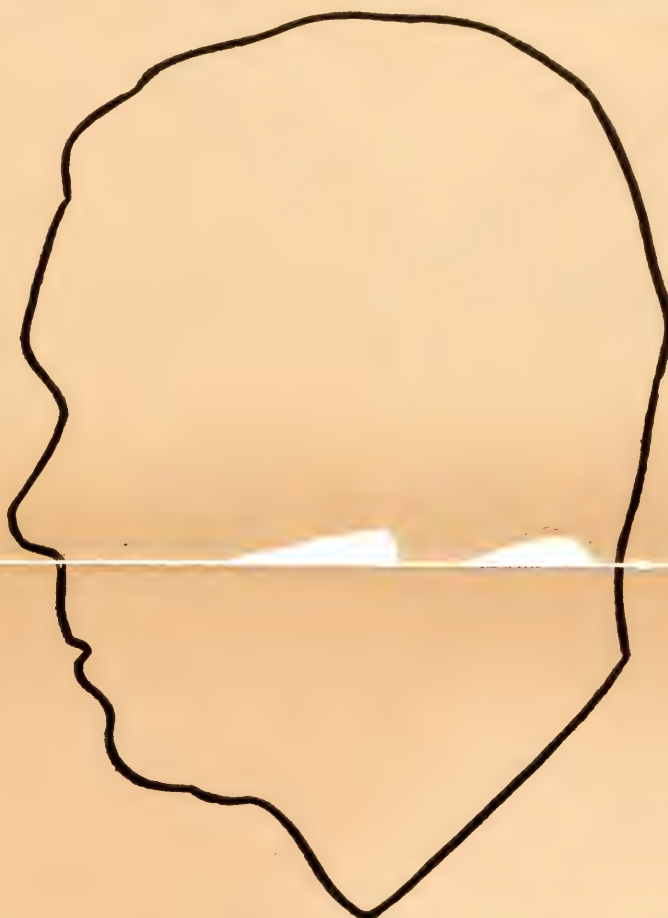
The cash prizes are donated by the newspaper.

Complete details are printed below the outline drawing of Joe E. Brown. We suggest that you get in touch with the Classified Manager of your local newspaper and arrange a similar weekly tie-up. Making

the outline is easily done—all you need do is to trace the profile from the still of whatever star you feature each week.

Mats and cuts of the Joe E. Brown profile shown below, are available at your local exchange.

TWENTY-FIVE DOLLARS IN CASH PRIZES AND FIFTY GUEST TICKETS TO STRAND



Cut No. 21 Cut 30c Mat 10c

The above outline is that of

**JOE E. BROWN**

Who Is Starred With

**GINGER ROGERS**

in

**"YOU SAID A MOUTHFUL"**

Now Playing

At the Brooklyn Warner Strand Theatre  
FULTON STREET and ROCKWELL PLACE

The object of this contest, sponsored by the Brooklyn Strand Theatre and Brooklyn Times Union is to cut out the silhouette and place it over a section of the classified ads on this page and draw the outline of the silhouette in pencil or ink.

Inside this silhouette you start from the top down and spell out the star's name. For instance in the first ad are letters that would form J, O, E, and in the second ad the balance of the name. These letters spelling the star's name must be ringed with a pencil or ink. In addition to spelling the star's name, the same is to be done with the title of the picture. All must follow from the top down . . . .

After this is done you write a 50-word letter telling why Brooklyn Times Union classified ads are effective. Neatness, promptness and correct answers are great factors in this Ringletter contest.

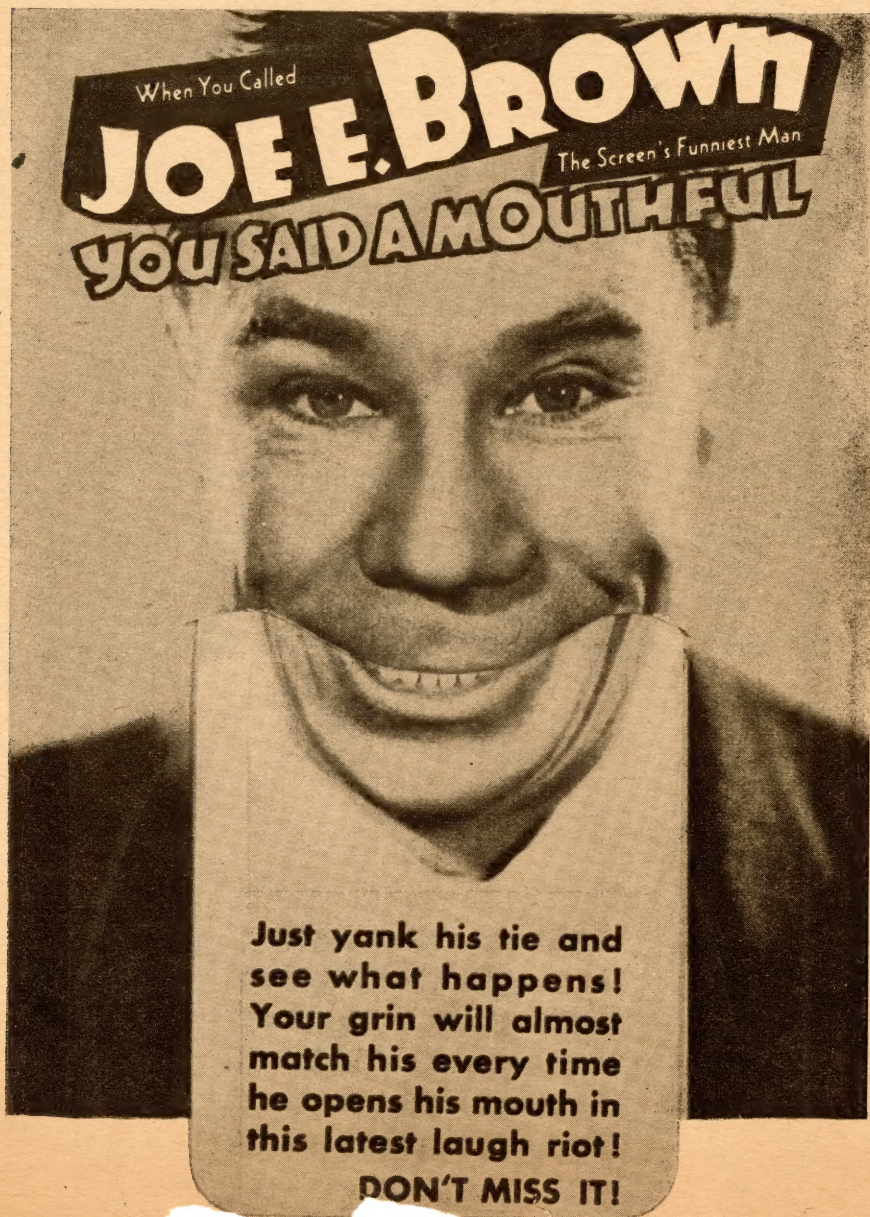
The weekly cash awards are \$15, first prize; \$7.50 second prize; \$2.50, third prize, and fifty consolation prizes in the form of free guest tickets to the Brooklyn Warner Strand Theatre.

Mail your replies to The Classified Manager, 540 Atlantic Ave., Brooklyn. This contest closes on Thursday, November 3.

Employees of the Brooklyn Times Union and Brooklyn Warner Strand Theatre are not eligible to participate in this contest.

# MORE EXPLOITATION AIDS

## UNUSUAL NOVELTY HERALD



Here is a peach of a herald, which makes one of the best novelty give-aways designed in a long, long time. Cleverly designed, the tab on the front (see illustration) when pulled down, opens the mouth of Joe E. Brown and produces a very comical effect. The inside of the herald carries peppy illustrations and copy plugging the star and picture.

This herald is so outstanding, that we strongly urge you to use it for a give-away novelty. You will find that because of its mechanism everyone who gets one will hold on to it in order to show everybody how it works. The price is the usual one for heralds. Available at your exchange.

Watch the newspapers and magazines for National Advertising Campaign by Wrigley Gum on Joe E. Brown and Ginger Rogers. Get after your Wrigley distributor and arrange your own tie-up.

## Welcome Joe Back With A Special Lobby Frame

Joe E. Brown, as you well know, has a tremendous following. Prior to making "You Said a Mouthful," he spent six weeks in a hospital recuperating from an accident.

If you feel that this fact is generally known in your city, then we suggest you play up Joe E. Brown's date at your theatre, just as though he were a local celebrity who returns to his friends after a serious illness.

An effective way of getting this over, would be to arrange a special lobby frame, decorated with flowers, promoted from a local florist.

Copy should read

### JOE E. BROWN

We Welcome You Back to Toledo

ARE WE GLAD YOU HAVE ENTIRELY RECOVERED FROM YOUR OPERATION?

YOU SAID A MOUTHFUL!

AND ARE WE ALL GOING TO ENJOY SEEING YOU IN "YOU SAID A MOUTHFUL" FRIDAY?

"YOU SAID A MOUTHFUL!"

These flowers are sent you by the (Name of Florist) on behalf of your thousands of Toledo admirers.

## DEALER CO-OPERATION Ads and Window Displays

"You Said a Mouthful" is a title made to order for co-operative dealer tie-ups. Restaurants, luncheonettes, soda fountains, confectioners, fruit stores, tea and coffee shops, baker shops and grocery stores all afford excellent tie-up possibilities for newspaper ads and window displays. Co-operative newspaper ad is suggested for dealers in food:

"YOU SAID A MOUTHFUL"		
GROCERY AD	Good Food and a Good Laugh Are God's Gift to Mankind. For Tasty Mouthfuls of Good Food shop where you know you can get the best at the most reasonable prices. For a Great, Big Hearty Laugh, see Joe E. Brown at the Strand in "YOU SAID A MOUTHFUL." It's Joe E. Brown's Greatest Laugh Riot, with Ginger Rogers and the Funny Farina.	BUTCHER AD
RESTAURANT AD		
NUT SHOP AD	COFFEE & TEA SHOP AD	FRUIT STORE AD
for a million mouthfuls of mirth—see <b>JOE E. BROWN</b> in his funniest hit <b>"YOU SAID A MOUTHFUL"</b> At the STRAND — NOW!		
SODA FOUNTAIN AD	LUNCHEONETTE AD	CONFECTIONERY AD

Every merchant in town is a possibility for an ad and window display using this idea for the tie-up:—

**YOU SAID A MOUTHFUL!**

**THESE ARE THE BIGGEST (DRESS) BARGAINS  
TROY HAS EVER BEEN OFFERED**

See **JOE E. BROWN**

in his latest comedy sensation

**"YOU SAID A MOUTHFUL"**

At the Strand — Now!

## COLORTONE EFFECT



4x5—Colored positive only.....\$2.00  
Set (positive and negative)..... 3.00  
3½x4—Colored positive only.... 1.50  
Set (positive and negative)..... 2.25

Order by No. N 396

**NATIONAL STUDIOS, Inc.**  
226 West 56th St., N. Y.

Be sure to specify size and send remittance with order to avoid parcel post and C.O.D. charges. Send for catalogue of Colortone Effects.

# SELL the COMEDY in YOUR FRONT



Play up the comedy angle of "You Said a Mouthful" on your front and remember, Mrs. Brown's little boy Joe is "The Charlie-Chaplin-of-the-Talking-Screen." Truck the front up with as many comedy stills of Joe as possible. Make the front make 'em laff! A short time ago one Broadway theatre in playing up a comedy picture used laff records and live squirrels to trick up the comedy angle of the picture. Get a lot of pep into your display.

Be sure to use enough stills of Ginger Rogers in this display. It is suggested that you use plenty of stills showing the bathing girls in this connection.

The recommended color scheme for this display is light brown with bright blue letters. Remember that all incidental symbols at this time of the year should conform (as a nicety of detail) with the holidays and the season. As an instance, since this is the fall of the year, a few falling leaves would not be amiss. For Thanksgiving, pumpkins, goblins, should be added. Christmas decorations will of course be anticipated by every alert operator.

Above all else, remember the kids. Joe E. Brown in talkies has the same appeal as Charlie Chaplin had in the old silent days. Do not use stills, copy, or sketches too sophisticated or mature.

## A SIX FOOT JOE E. BROWN CUT-OUT FOR YOUR LOBBY



This enlarged cut-out placed in front of your theatre will attract plenty of attention. Beautifully colored and measuring 37 by 72 inches mounted on heavy 3/16 Upson board; it's great for lobby display purposes. It has a hinged easel back, reinforced by furring lumber stripping, varnished for weather-proofing.

\$12.50 Each in Colors

\$8.00 Each in Black and White

Send remittance with order. Express charges extra.

Order direct from

**NATIONAL STUDIOS, Inc.**

226-232 W. 56th St.

New York City

## PAPIER MACHE HEAD OF JOE E. BROWN



A most effective lobby display is this hand-colored papier mache head of Joe E. Brown. Measuring 30" in height by 18" wide, it is a display that can't be missed. The head can be fastened on overheads, posters or cutouts and would be very effective mounted over the exit doors. It also lends itself for use as a street ballyhoo. Send a man through town on stilts wearing this head. Not only can it be used on "You Said a Mouthful" but for every future Joe E. Brown picture.

Order direct from

**HOLLYWOOD ADVERTISING COMPANY**

445 West 45th Street, New York City

1029 South Wabash Avenue, Chicago, Ill.

2022 South Vermont Avenue, Los Angeles, Calif.

Order from the branch nearest to you.

PRICE: \$17.50 EACH. F.O.B. BRANCH OFFICE.

# POSTERS SELL COMEDY!



**24-SHEET**

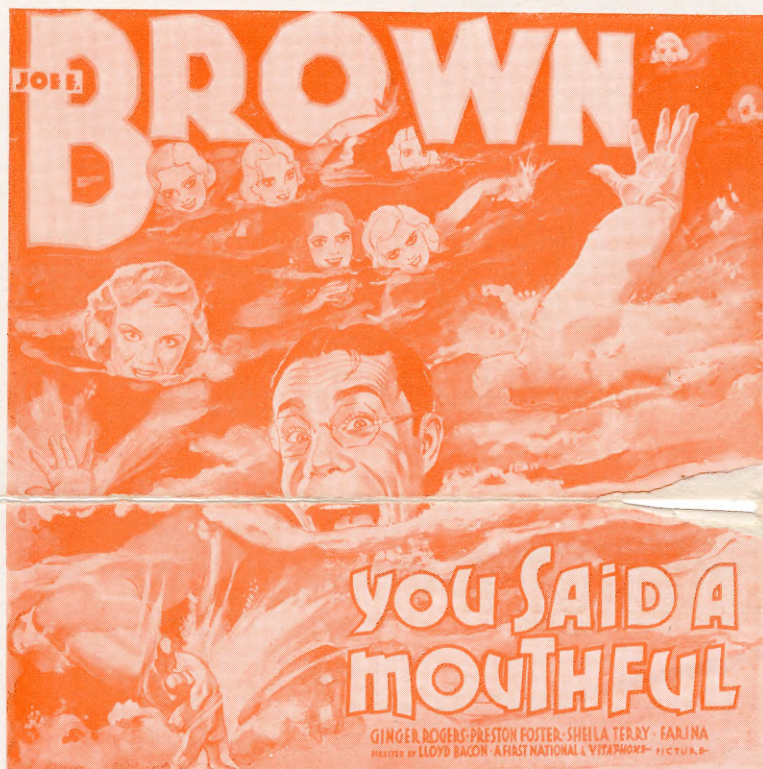
Background blue and green. Name of star lettered in white. Title yellow with dark green outline. Small credits dark blue.



**THREE SHEET**



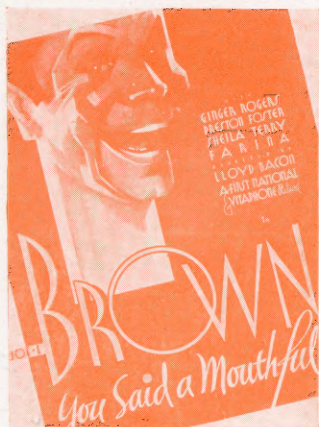
**INSERT CARD**



**SIX SHEET**

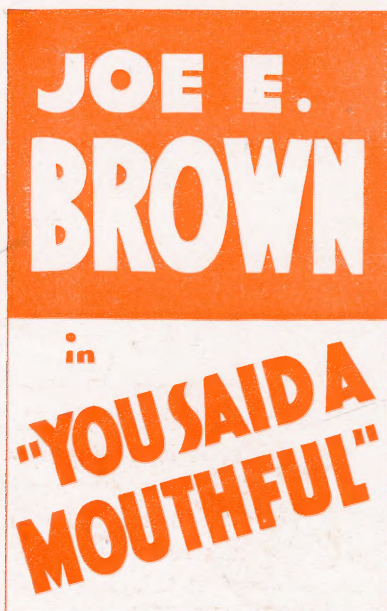


**ONE SHEET**



**WINDOW CARD**

## SPECIAL FLAG



The above design can be duplicated in your city in a double faced special whipcord flag rope all around and eyeletted in fast colors in the following sizes:

10x15	.....	\$22.50
10x18	.....	27.50
12x18	.....	32.00

Available from  
**ADVERTISING FLAG CO.**  
 523 Seventh Avenue, N. Y. C.

## Sliding Scale Prices of Advertising Accessories

(Illustrated on Back Page)

1-SHEETS	
1 to 50	..... 15c each
51 to 100	..... 13c each
Over 100	..... 11c each
3-SHEETS	
1 to 25	..... 40c each
Over 25	..... 36c each
6-SHEETS	
1 to 10	..... 75c each
11 to 20	..... 70c each
Over 20	..... 65c each
24-SHEETS	
Up to 25	..... \$2.00 each
Over 25	..... 1.75 each
WINDOW CARDS	
1 to 50	..... 7c each
51 to 100	..... 6c each
Over 100	..... 5½c each
INSERT CARDS	
1 to 25	..... 25c each
26 to 50	..... 22c each
51 to 100	..... 20c each
Over 100	..... 18c each
HERALDS	
1M to 5M	..... \$3.00 per M
Over 5M	..... 2.75 per M
PHOTOS	
11 x 14 Photos	..... 75c a set (8 in set—colored)
22 x 28 Photos	..... 80c a set (2 in set—colored)
Slides	..... 15c each
Stills	..... 10c each
Merchandising Plans	..... Gratis
Music Cues	..... Gratis

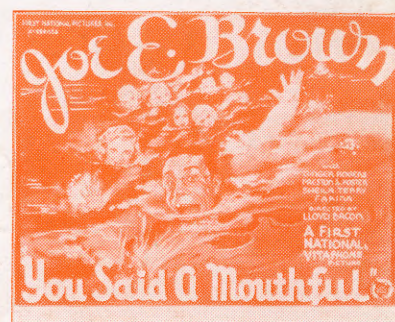
*These prices apply to U. S. only.*



## Special Midget Window Card

This 8" by 14" midget sized card has been gotten up to enable you to get into the deluxe windows such as high class jewelry stores, expensive fur shops and the like into which it has always been impossible to get the regular sized window cards. At your exchange at \$.04 each.

**BE SURE TO  
 PLAY THE  
 GREAT  
 COMEDY  
 TRAILER ON  
 THIS PICTURE!**



**SLIDE**



**Scanned from the collections of the  
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**Wisconsin Center**  
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

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